THE GARAGE AND MOTOR AGENT

June 3, 1950

Terse Talk: THOSE NEGLECTED SILENCERS

The Garage & Motor Agent

Vol. 73 (9)—No. 1907

REGISTERED AS A NEWSPAPER

WEEKLY: PRICE 1/-

ANNUAL SUBSCRIPTION, 30/-

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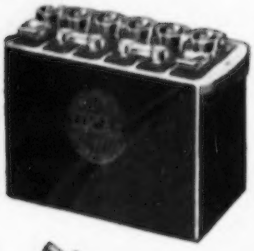

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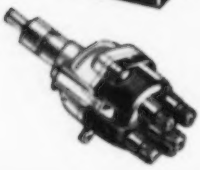
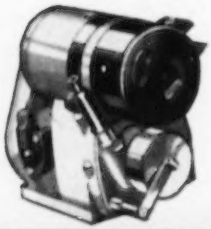
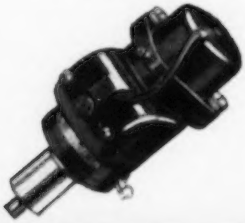

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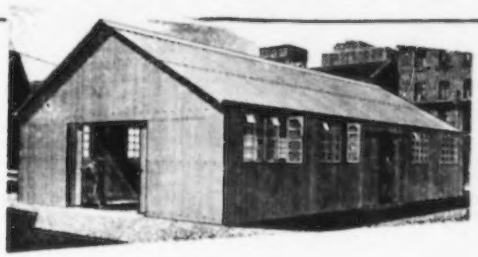

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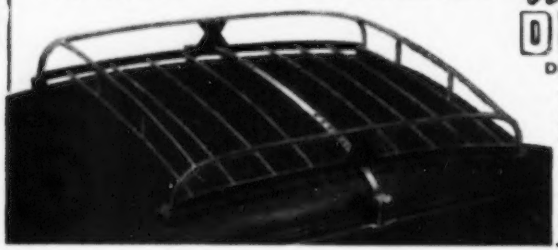

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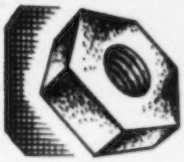

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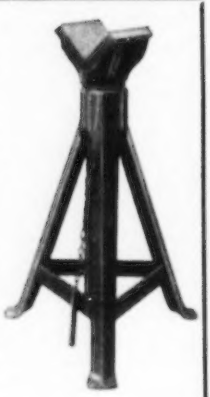

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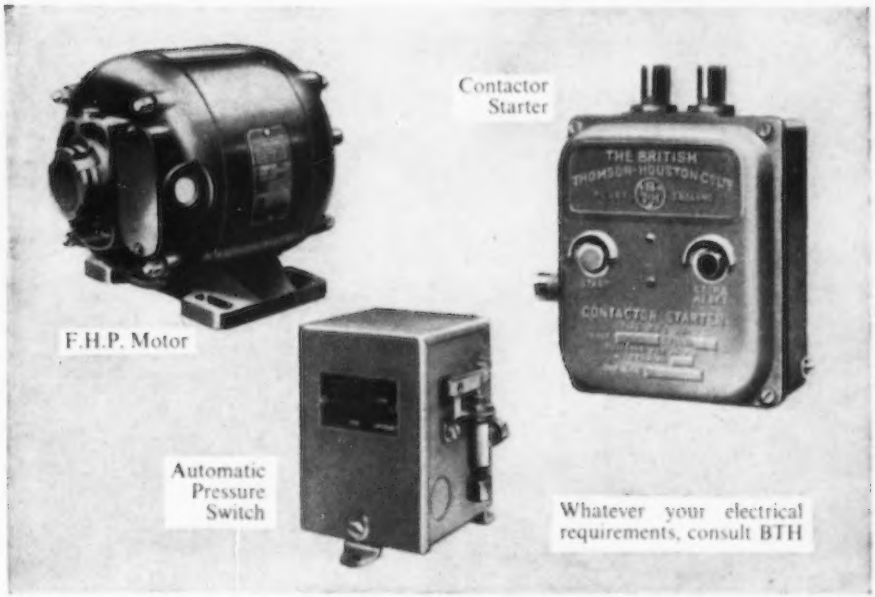

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IN MOTORING—

most for your money means Ford

The Garage & Motor Agent

Vol. 73 (9)—No. 1907

June 3rd, 1950

THE INDEPENDENT AND PRACTICAL TRADE PAPER

PUBLISHED SATURDAYS by post to Subscribers. *Established* 1913.

Proprietors: THE CABLE PRINTING AND PUBLISHING COMPANY, LTD.

Managing Director: Walter Boyle

Editor: John Queenborough

Advertisement Manager: Anthony Salmon

Editorial, Advertisement and Publishing Offices: 62, DOUGHTY ST., LONDON - W.C.1

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TERSE TALKS ON TRADE TOPICS: 1618th

Those Neglected Silencers

ONCE upon a time, attention to the state of the silencer was among the first operations of an engine tune-up job. Inspection, followed if necessary by cleaning, was regarded as a natural part of decarbonising procedure. An engine overhaul almost invariably included disassembling and desooting that important factor of performance, the silencer.

Modern "canned" construction of most standard silencers has made interior examination difficult. But the liability to choking-up is still there. Curious, then, that these outlets for the engine's spent gases are now so usually left alone—until they blow up or split or fall off when the combined results of rust and excessive internal pressure have reached finality.

This thought was brought to mind the other day by the works manager of a garage we were visiting. He casually mentioned that his mechanics are trained to make checking of exhaust systems a regular habit. They listen for tell-tale sounds of faulty silencers, as cars come into the garage. They use their eyes when cars are on the lifter. Before starting a tune-up, they close all the car windows and later sniff inside for fumes. Installing a reconditioned engine is never done without a thorough examination to ensure that passage for the exhaust is quite free from manifold to outlet pipe.

And does all this pay dividends? Handsomely. First, owners who are shown the advantages of having silencer faults eliminated are pleased with the restoration of quietness and efficiency of performance, which they had lost too gradually to notice the difference. Secondly, it results in many sales of new silencers; and these can be proprietary makes of better quality than the originals.

Our works manager friend let us see his own sales figures. They gave a new twist to the old tag that "Silence is Golden."

There need be nothing of "aggressive" salesmanship in developing this item of genuine service-and-sales. The coldest customer is likely to thaw out under arguments of improved power, and silence, and relief from carbon monoxide poisoning. Especially if the explanations are backed by visual proof. An old silencer, sawn in half to show the heavy interior corrosion, is the right kind of testimony.

The same idea, of a choked-up unit, split in two, can be adopted to provide a first-class "silent salesman" in the showroom window. All that is necessary to complete the display is a showcard explaining the importance of an efficient exhaust system and the charges for fitting new silencers.

Editor

WHAT DO *YOU* THINK ABOUT IT?

"G. & M. A." Note Book

CURRENT COMMENTARY

Right, After All

"SO Australia was right after all in ending petrol rationing against the advice of the British Government. And Mr. Churchill was right after all in his pre-election hint that it was possible to end petrol rationing in Great Britain." Those were the sort of comments that the daily newspapers were making last week after the petrol derationing announcement. If the daily Press leader writers had regular access to "The G. and M.A." they might also have said, with equal truth: "So 'The Garage and Motor Agent' was right after all in its repeatedly emphasised view that petrol rationing was unnecessary in this country." For, without doubt, petrol rationing has received more sustained opposition in this journal than in any other journal or newspaper. The next few issues would be completely filled if we repeated everything that has been said in our Terse Talks and in these columns about the nation's vital need for the motor transport freedom that petrol freedom gives. As older readers will recall, we started the fight at the beginning of the war, continued it throughout the war, and ever since. So we shall not attempt even to summarise it. This Commentary simply expresses pleasure that "The G. and M.A.'s" words have been fully justified by the events of last week.

Not Ours Alone

THAT pleasure is by no means ours alone. It is shared by those many readers who have taken an active part in supporting the "shackles off petrol" policy. For them there is the satisfaction of knowing that every protest sent to us for publication, or direct to an M.P., has done its important bit towards shaping the end of petrol rationing. Particular satisfaction will be felt by all those who joined in the historic "Fight for the Basic" campaign, when "The G. and M.A." alone among trade journals, acted as "campaign stimulator" and "army information bureau" for nine consecutive months. Keen disappointment was natural that the only immediate result of the campaign was the introduction of the miserable Standard ration. But campaigners can now congratulate themselves on seeing some real reward for their efforts. Had

TERSE TALKS ON TRADE TOPICS. 16/30

The Petrol Iron is Hot

THIS time the Government have really put a bull into their political china shop. By increasing the petrol tax to enable them to play a freebie Father Christmas with income tax (or was it to help the railways?) and by finding (apt) enough extra petrol to make the sum add up, they have (lastly) admitted that petrol rationing is humbug, and the additional tax a ramp.

Encouraged, no doubt, by previous success with their policy of kidding the nation, they thought the old card-manipulating trick would work again. But it hasn't. For once, the hand of the Chancellor has not deceived the eye of the nation. Rising above the general Budget criticism is the cry "End petrol rationing now, and take off that ninepence!"

Note that the cry comes this time not from motoring interests alone. It has been taken up by the daily Press, by trade associations of all kinds, and even by the man-in-the-street. It is the practical man's reply to bluff after bluff for keeping the motor vehicle under war-time bondage.

Despite the result of this week's debate in the Commons, the initial impetus of this drive to abolish petrol rationing and restore the balance of taxation must not be lost. The petrol iron is hot. Motor industry associations, users' organisations, and all bodies working for the advancement of industry and commerce should combine to strike it now. And the continued support of the daily Press should be sought. The cause has their sympathy.

Remember our legislators' reaction to the end of petrol rationing in Australia? There has been a significant official silence since the Australian policy has been proved sound. Remember the replies to Winston Churchill's pre-election promise to "put an end to the deprivation of petrol rationing at the earliest possible moment"? It is not referred to now as a "political stunt." Let us show that the business men of Great Britain are just as capable as the Australians of knowing what is best for the nation.

Editor

WHAT DO YOU THINK ABOUT IT?

This was our Terse Talk of April 29th last, one of many in which, during the past ten years, "The G. and M.A." has consistently pressed for the abolition of petrol rationing.

these protests not been made, chances are that we should still have rationing with us. At the time of the campaign we were accused of "banging the drum," along with all others who were then voicing their indignation at the continued hamstringing of motor transport. A most undignified thing to do! But the noise did at least shock the Government into a realisation of the power of the motor vehicle, even if it did not convince them of its essential national value.

America Heard It

AND the noise did more. It reached America; showed the already motor-conscious Americans that the British people knew what was best for the economic welfare of the country, although the Government did not. The campaign paved the way for the present successful negotiations. Had there been more "banging of the drum," had all trade and user associations directly and indirectly connected with motor transport combined in one gigantic onslaught on the Government, we feel sure, as we said repeatedly at the time, that we should have got more than the insulting Standard ration. The Government would have had to think again. Instead of inventing excuse after excuse for retaining rationing; instead of being preoccupied with the railways and hanging on to rationing for party political reasons, they would have been forced to solve the problem in a practical way.

Publicity Man Needed

AS it is, we have to thank the United States for our present petrol freedom. And that every maker, dealer, repairer, supplier and user of motor vehicles, as well as everyone else who benefits from the blessing of motor transport (the whole nation, in fact), does ungrudgingly and heartily. The American action is a reminder that motor transport interests in this country must do something immediately to make Great Britain "motor conscious" on the lines of the U.S. pattern that we described recently. The motoring millennium has not been reached just because we have regained the simple, single right of petrol freedom. Motoring is still hampered by restrictions, taxation and inadequate roads. And, as we have been saying for some time past, our motor-blind legislators will not even attempt to loosen these shackles until the country insists on it. In short, complete motoring freedom will not be achieved until the motor vehicle has its own top-flight Publicity Man who is capable of directing public motoring thought along the right road. The nation must be educated into thinking of motoring as theirs by right.

First Real Holiday

THAT the public already regards the motor vehicle as a blessing must have been obvious even to a Cabinet Minister who used his eyes during the Whitsun holiday. And that the public mind is now in fine shape to be

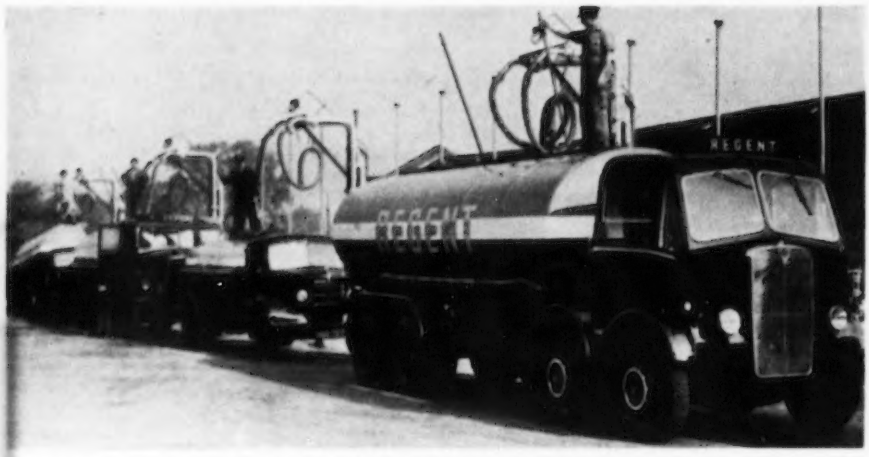
The Petrol Price Scandal

GARAGE trade indignation that it has been given no recognition in the petrol price increase has not been lessened by the knowledge that the Motor Agents' Association applied to the Ministry of Fuel and Power some time ago for an advance in the retailer's gross profit margin.

The higher costs of distribution caused by the Budget, and rising costs generally, made an increase in the retail price of petrol inevitable, of course, and it was right that the Government should endorse the petrol companies' claim for a higher price. But it is scandalous that the garage trade's claim should have been completely ignored.

We understand that the M.A.A. have not even received an official acknowledgment of their request.

At the time of our going to press with this issue the Association had not decided what further action they intend to take. Obviously the strongest possible protest should be made to the Ministry, and all members of the motor trade can help in this connection by sending in individual protests.



Very active indeed were petrol company depots up and down the country over the Whitsun holiday. Here are some of the Regent Oil Co.'s fleet of road tankers about to set off with fresh loads for the pumps.

They all Rose to the

Distributing companies and garage trade respond to derationing in spirit of service

Delivery achievements

FOR the first Whitsun for over ten years, garagists and their customers were no longer troubled by petrol coupons, and the freedom resulted in the roads being crowded with cars of all ages over the holiday.

Thanks, however, to the truly magnificent efforts of the petrol companies, very few garagists were forced to turn customers away. Representatives, drivers and clerical staffs of most of the companies were on duty the whole of the Whitsun week-end, and their fleets of road tankers were working in shifts from early morning to late at night on all four days. On Friday and Saturday, they were delivering until nearly midnight, but Sunday and Monday were quieter.

The situation was also eased considerably by the fact that most stations had ample stocks of red petrol for which there would otherwise have been little demand over the holiday period when so many commercial vehicles are off the road.

Equally commendable was the response of garages and filling stations, most of whom remained open until a late hour from Friday to Monday. Many managements staged celebrations in which staff and customers enthusiastically joined.

The strenuous efforts made by the companies and garages to keep cars supplied over the holidays did not go unobserved. One-time Fuel Minister Geoffrey Lloyd, M.P., said that Mr. Churchill had asked him to convey his congratulations to the managements and men of the petrol supply companies and filling stations on the magnificent way in which they rose

Petrol Occasion

to the special occasion over the Whitsun holiday.

Owing to the skill and hard work of the distributing industry, he said, all fears that the sudden fierce demand for petrol would run garages dry all over the country had proved groundless, although the demand was indeed very heavy.

For several days before May 26th, the air had been filled with rumours of a coming announcement on petrol in the very near future, but few had dared hope for complete abolition. Then on Friday morning came an urgent telephone message from the Ministry of Fuel and Power requesting attendance at an important Press conference that afternoon.

Later in the morning, the Fuel Minister, the Rt. Hon. Philip Noel-Baker, made his statement in the House that the Government had agreed to a proposal from the Standard Oil Co. of New Jersey that they should bring in additional supplies of petrol to Britain for sterling which they undertook to spend in the sterling area on goods and services to be used by them in their oil operations or on the building of tankers in Britain.

The other United States company concerned, the California Texas Oil Co., had agreed to a similar arrangement, and the British companies had assured the Government that they were now in a position to find the rest of the petrol required (should rationing be abolished) from sterling sources, thanks to the fact that the refinery expansion programme had made better progress than expected.

Petrol rationing could therefore now be ended, said the Minister, without an appreciable dollar cost.

A tremendous gathering of journalists and photographers assembled at the Ministry's headquarters at Millbank to hear Philip Noel-Baker enlarge on his Commons announcement.

He said the Government had always felt that petrol rationing necessarily involved quite considerable difficulties for many people, particularly those in rural areas. Further, the Government had always felt grateful to the motoring public for their loyal co-operation in making effective the measures taken just two years ago to suppress the petrol black market by the introduction of red petrol.

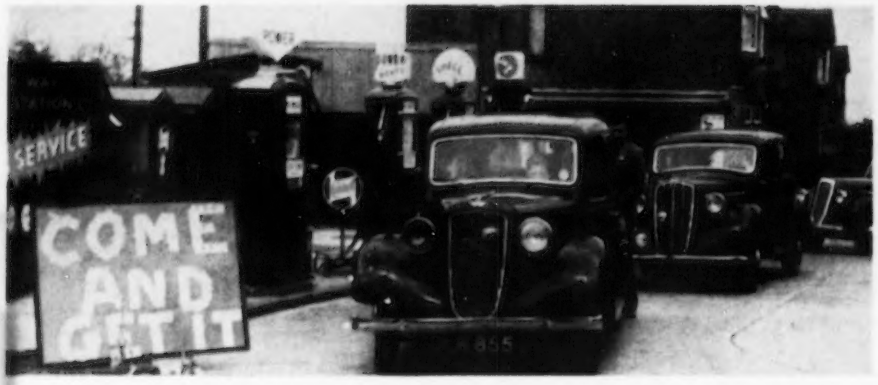
The Government estimated that another million tons, or 300 million gallons, would be required—and another 200,000 tons should the rest of the sterling area where rationing at present existed—India and New Zealand—follow suit. (New Zealand has now followed suit.—Ed.)

Of this extra million tons, the American companies would supply some 430,000 tons at a cost of 32 dollars a ton. Present petrol consumption was about five million tons a year, of which about 30 per cent. came from the United States.

Thanks to the new arrangement with the American companies, the dollar cost of derationing petrol would be quite small, and Mr. Noel-Baker thought that it would be more than offset by the considerable gain in dollar earnings from the tourist trade.

Approximately £1 million would be saved by the abolition of petrol

At midnight following the announcement, Managing Director Charles Abbott, Iron Bridge Service Depot, Southall, made a bonfire of petrol coupons. Here he is about to light the bonfire, while a member of his staff, Mrs. T. Knapton, wears a "coupon crown."



City Way Service Station, Rochester, created a "Come and Get it" sign with the now obsolete coupons.—"Kent Messenger" picture.

rationing. Some 2,000 civil servants would now be redundant, of whom about 200 were permanent civil servants and would therefore be moved to other work, but the remainder would pass out into productive industry.

In answer to further questions, the Minister said that outstanding prosecutions for petrol offences would be considered individually on their merits. All disqualifications imposed as part of the penalty for infringing petrol regulations ceased with the abolition of rationing.

There was no prospect at present of the return of branded petrol, said the Minister.

After Mr. Noel-Baker had been photographed from all angles tearing other people's petrol coupons into small fragments, the conference broke up, and most of those present made their way to the Queen Anne's Gate premises of the Anglo-American Oil Co.—British affiliate of the Standard Oil Co.—who had arranged a further conference to explain their part in the negotiations.

Here, Howard Page, the resident representative in Britain of the Standard Oil Co., and originator of the idea which led to the abolition of rationing, answered further questions on how it had come about.

As a first step, he had asked their people at headquarters to check up on two things, first, whether their world-wide affiliates would be willing to purchase goods in the United Kingdom, and, secondly, to send experts to this country to examine the British equipment available.

Until last November, the supply situation for petrol had been pretty tight outside the U.S.A., but since that date new refineries had come into operation and more petrol had therefore become available.

The proposal could have been put forward last January if the Government had been willing to allow the company to accumulate sterling balances. As this was not possible, a great deal of preliminary work had to be carried out, for not only had the hundred or so affiliates of the company spread throughout the world to be consulted, but also many of them had to be persuaded to switch from the equipment they were accustomed to and buy unfamiliar British equipment. As Mr. Page put it, "they had to beat some of their affiliates over the head before they would agree."

Once all the information required had been obtained, events moved fast. The new plan was put up to the British Government on May 8th, and he had received a telephone call at 10.30 a.m. that morning to say that final agreement had been reached.

No tanker difficulty

Most of the additional petrol would come from wells in the Caribbean area, and Mr. Page estimated that two additional tankers would be required to carry the fuel. He thought that there would be no difficulty at all in obtaining them.

Derationing would have little or no effect on the retail price of petrol, thought Mr. Page. Marketing costs should eventually be decreased by the higher volumes being handled, but this was not the only aspect of the situation.

Mr. Page said there was not much chance of high quality petrol becoming available in this country until the new refineries were completed. Once Fawley was in full production, however, the quality of petrol in the United Kingdom should be as good as, if not better than, anywhere else in the world.

You've everything
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by selling

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'FORT'

• GOODWILL
• PRESTIGE
• PROFIT

IN A CLASS BY itself

50H/550

N.T.D.A. ANNUAL DINNER

'Tyre Plan Needs Full

T.T.J.C. Chairman A. S. Bishop condemns of prices increase: Unscrupulous

A. S. Bishop, Chairman of the Tyre Trade Joint Committee and Sales Director of the Goodyear Tyre and Rubber Co.

"National" outlook needed

"THE Plan isn't perfect—no plan ever will be if perfection means that it must meet exactly everyone's requirements; but it is the best we have been able to devise.

"We shall go on improving if we are given the chance, and it will work, and work successfully, if we wholeheartedly desire it."

These were the words of **A. S. Bishop**, Chairman of the Tyre Trade Joint Committee and Sales Director of the Goodyear Tyre and Rubber Co., speaking at the annual dinner of the National Tyre Distributors' Association in London last week, when he urged all distributors to co-operate to the full in support of the Tyre Plan.

Mr. Bishop was proposing the health of the N.T.D.A., and he told members that as their Association was national in outlook, **their policies must be based upon the national and not the parochial viewpoint. Manufacturers sometimes felt that the individual viewpoint still had too large a place in the Association's deliberations.**

The speaker denied that the T.T.J.C. was largely dominated by manufacturers, and **said that every proposal put forward by the Association was given every possible consideration on its merits.** The N.T.D.A. was a full partner of the Committee and carried its full weight in all deliberations.

On prices, Mr. Bishop was hard-hitting. "It seems to me that you are all much better informed as to the date or dates on which an increase is being made than I am," he declared. **The result was that every user of any size was loaded with enough tyres to last him for many months to come.**

Future sales had been knowingly and deliberately mortgaged, and the only sensible thing to do was to spread those excess sales over the coming months, average them out, and not try to apply all sorts of unsound methods in an effort to force more tyres on to an already overloaded and satisfied market.

There had been a few lean months at this time last year, and distributors had then blamed the Plan and agitated for greater, if not complete, freedom of action, and were all for "chucking the Plan overboard."

But would there have been any benefits from such a course? "No," was Mr. Bishop's answer. **"The probability is that most of us would have obtained about the same percentage of the available business, but at a lower margin of profit.** Probably some of the user business which you value so highly, although you grumble so much about it, would have passed you by completely."

Manufacturers surprised

Major change in the new Plan was, of course, in respect of Q.S.O.s. Manufacturers had recognised difficulties and controversies, also the force of distributors' arguments, and had tried to meet them all where possible. But they had been surprised that distributors had not only wanted, but insisted on, stocking all makes.

Turning to rebates, Mr. Bishop said it was being argued that because of nationalisation distributors were having to pay a lot more rebate to users. But, speaking collectively, their profit margin had been un-

Support to Make it Work'

panic buying in anticipation dealing must be tackled

affected, and he gave the following figures to substantiate the claim:—

"The total rebateable turnover for the 1949-50 year as compiled to date is **£5,103,000** as against **£5,624,000** the previous year, a decrease of just over half a million. The amount of rebate paid was **£456,000** as compared to **£506,000**, a decrease of **£50,000**, so that the average rate earned is almost exactly the same in both years—a little less than 9 per cent.

"The total turnover in the replacement market on new car and giant tyres for the year 1949, I estimate, was in the neighbourhood of **£26,000,000**; therefore the total rebate paid was less than 1¾ per cent. of total turnover. Even if we assume that rebate for this period just ending is up by as much as 20 per cent. it would still represent only about 2 per cent. of total turnover."

Warning on profit demands

Mr. Bishop went on to say that any demand for greater profit margins must be considered from the widest viewpoint, particularly as to its effect on the cost of distribution, which was receiving the closest attention of the Government and the Board of Trade.

In a reference to "unscrupulous competition," Mr. Bishop declared:—

"We manufacturers are very much concerned at what we hear of the unscrupulous competition which has developed between dealer and dealer, and it is a matter which I suggest demands the earnest and immediate consideration of your Association. The manufacturers have done all they can to hold the market steady, and we shall continue to do so, but in the end the situation is almost entirely in your hands.

"If this sort of thing goes on under the fairly rigid set of rules to which we are working, what on earth would the position be if those rules were discarded? Despite the voices raised in condemnation of the Plan, I believe the great majority of the members of your Association are in favour of its continuance, with perhaps certain modifications. How long it can continue in force depends on circumstances, some of which are outside our control.

"For example, the Lloyd Jacob Report on Price Maintenance, and to what extent, if any, the Government will implement it. There is also the Monopolies Commission, which we cannot ignore; but in both instances we believe we have a very good case to submit. But if collective price maintenance and regulated trading should be prohibited, as is suggested, **then regardless of other considerations the whole structure of our selling policies would need to be reconsidered."**

Achievements in the exports field and the way in which tyre prices have been kept down at home had been accomplished by co-operation and goodwill within the industry, both between manufacturer and manufacturer, and between manufacturer and distributor.

"I do not belittle in any way the part the distributor has played in all this," Mr. Bishop went on. "Between us we have kept the cost of distribution of our product to

THE NEW PRESIDENT

NEW President of the National Tyre Distributors' Association is Leslie G. Amiss, who, although the N.T.D.A. was born in Birmingham, is the first Birmingham man to receive the Presidential honour.

He was originally with the Dunlop Rubber Co., from 1922 to 1932, and joined Stella Tyre Exports in Birmingham in 1933, becoming a director of that company in 1936.

In 1942 he became Chairman of the Midland Region N.T.D.A., and has been a National Council member for several years, being Treasurer for the last eight years. As President he is expected to pursue a vigorous policy for greater independence and better trade margins in negotiations with tyre manufacturers.

the general public and to the transport industry down to a level as low or lower than that of any other comparable industry."

Responding to this toast, the new President, **Leslie Amiss**, who earlier had been installed by the retiring President, **Ivor J. Davies**, assured Mr. Bishop that unscrupulous trading would be tackled strongly by the Association, who had price maintenance as one of their fundamentals.

The Association would strive to give members a place at the forefront of tyre distribution, to give service to tyre users and to the country's transport life.

In his retiring speech, Ivor J. Davies said that on this, the Association's 21st annual meeting, a good year had included increased membership—which had been extended to Northern Ireland — and strongest-ever finances.

Toast to the guests was proposed by **C. F. Warren**, first response being made by the guest of honour, the **Rt. Hon. Oliver Lyttelton, M.P.**, who, as "The G. and M.A." reported briefly last week, gave the hint that the abolition of petrol rationing was at that moment being considered.

He also had something to say about the extra 9d. tax on petrol and the purchase tax on c.v.s. The way to improve the economy of the country was by less expenditure, not by increased taxation, he said. The extra petrol tax not only hit the already hard-pressed private motorist, but also the entire cost of distribution.

"Quiet" associations

The war-time Minister expressed admiration of the way in which some of the trade associations had spoken up for themselves and had stood up for their rights, and he condemned associations and individuals who seemed to think they stood to gain the most by keeping quiet. Such an attitude was a blow at democracy and was paving the way for one-party government.

Also replying to this toast was **Dave T. Davies**, making his first appearance after a long illness, and who spoke of the "umbrella" under which it had been said that smaller tyre manufacturers were sheltering. "Umbrella" meant "Protection," and that was completely unjustified. "Swings and Roundabouts" Mr. Davies thought would be a more apt expression.

"G. & M.A." Note Book—*(Concluded from p. 553)*

moulded nearer to the U.S. pattern was obvious to every publicity man. Motorists' reaction to the freeing of petrol was like that of a man released from a long term of solitary confinement. And not only motorists were deeply affected. Everyone in the country felt that a weight had been lifted; that freedom as we used to know it was a bit nearer. The daily newspapers reflected the feelings of the people, not only in their leading articles, which breathed great sighs of relief, but by devoting much more space to petrol de-rationing than they did to the abolition of the food points system. Last Whitsun will long be remembered as the first real holiday the nation has enjoyed since the war.

Tonic To Garage Trade

As for de-rationing's effect on the motor trade, that particular phenomenon acted like a tonic on your "Marker." In that part of the country in which he joyfully consumed red petrol in his private car on Whitsun Saturday, he read the "Come and get it!" and other light-hearted notices outside the garages with many a chuckle. And he got into all sorts of involved calculations with garagist friends over the number of car miles being used up and the subsequent effect on sales of used cars, service, repairs, tyres and other motoring necessities. After dark he marked the large number of garages still open and eager to serve, with their pump globes glowing cheerfully. The only touch needed to complete the picture, he thought, was that the word "Pool" should be scraped off each pump, and the globe allowed to proclaim the pump's true contents. Still later, he noted with deep satisfaction petrol tanker after petrol tanker heading north from London, and he reached home happy in the knowledge that the garage trade had at last regained part of its right to give service to motor transport and keep the nation on its wheels.

"MARKER."

All that's best in Britain...

From time immemorial a horn has been blown each evening in the town of Ripon . . .
a survival of the Saxon Wakeman's curfew call . . . linking us with a past that saw the building
of the great cathedrals and manor houses by craftsman who strove
for nothing less than the best . . . the same tradition of craftsmanship is seen to-day in the products
of the Standard Motor Company, representing as they do
in every detail of their design and equipment 'all that's best in Britain'.

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TRIUMPH CARS · STANDARD CARS · STANDARD COMMERCIAL VEHICLES · FERGUSON TRACTORS

Recent Auction Results

Selection of vehicles sold at the May 23rd Measham Sales

ALLARD
3½-litre roadster, 1948 £700

ARMSTRONG SIDDELEY
16 saloon, 1946 £752½
17 saloon, 1937 £101

AUSTIN
8 saloon, 1947 £480
8 saloon, 1947 £537½
8 saloon, 1947 £515
8 saloon, 1938 £240
8 saloon, 1938 £217½
10 saloon, 1945 £530
10 saloon, 1937 £322½
10 saloon, 1937 £250
10 saloon, 1936 £355
10 saloon, 1935 £285
10 saloon, 1935 £305
10 saloon, 1935 £118
11 saloon, 1949 £855
11 saloon, 1948 £775
12 saloon, 1946 £700
16 saloon, 1948 £870
16 saloon, 1947 £750
16 saloon, 1935 £360
16 limousine, 1930 £40
18 limousine, 1937 £500
18 saloon, 1937 £206
18 saloon, 1935 £275
24 landaulette, 1931 £35

BRISTOL
2-litre '400,' 1948 £1,585

B.S.A.
10 Scout, 1938 £190

BUICK
35 limousine, 1935 £165

CHRYSLER
24 Wimbledon, 1938 £335
24 Wimbledon, 1936 £160

CITROEN
15 saloon, 1947 £500

DAIMLER
18 saloon, 1939 £340
26 limousine, 1937 £450

ESSEX
16 saloon, 1929 £24

FORD
8 saloon, 1949 £540
8 saloon, 1946 £425
8 saloon, 1939 £315
8 saloon, 1938 £200
8 saloon, 1936 £91
8 saloon, 1935 £220
8 saloon, 1934 £111
10 saloon, 1949 £675
10 saloon, 1947 £480
10 tourer, 1938 £195
10 saloon, 1936 £52½
10 tourer, 1936 £172
22 saloon, 1939 £140
30 Pilot, 1948 £907½

HEALEY
2.4 d/h coupe, 1949 £1,900

HILLMAN
10 saloon, 1949 £810
10 saloon, 1949 £805
10 d/h coupe, 1948 £687½
10 saloon, 1940 £222½
10 saloon, 1939 £360
10 saloon, 1938 £217½
10 saloon, 1938 £350

HUMBER
17 saloon, 1938 £250
24 limousine, 1935 £410

INVICTA
25 d/h coupe, 1949 £1,500

JAGUAR
1½-litre saloon, 1947 £755
1½-litre saloon, 1946 £675
1½-litre saloon, 1939 £375
3½-litre saloon, 1948 £1,040
3½-litre saloon, 1946 £705
3½-litre saloon, 1938 £310

LAGONDA
42 sports saloon, 1938 £780

LANCHESTER
10 saloon, 1935 £150

LEA-FRANCIS
14 saloon, 1949 £1,270

LINCOLN ZEPHYR
37 d/h coupe, 1937 £235

M.G.
8 saloon, 1934 £130
8 tourer, 1932 £147½
10 tourer, 1936 £305
11 sports roadster, 1949 £640
11 sports roadster, 1947 £485
11 sports roadster, 1947 £510
11 sports roadster, 1936 £305
1½-litre saloon, 1948 £775
12 saloon, 1935 £175
18 d/h coupe, 1938 £300

MORRIS
8 saloon, 1947 £578
8 saloon, 1939 £260
8 saloon, 1939 £262½
8 saloon, 1938 £233½
8 saloon, 1937 £252½
8 saloon, 1937 £251
8 saloon, 1937 £222½
8 saloon, 1936 £207½
8 saloon, 1935 £113
8 saloon, 1935 £109
10 saloon, 1939 £275
10 saloon 1935 £192½
10 saloon, 1934 £156
12 saloon, 1935 £130

MORRIS OXFORD
14 saloon, 1949 £895
14 d/h coupe, 1933 £86

MORRIS COWLEY
15 saloon, 1934 £86

PACKARD
27 d/h coupe, 1936 £200
27 d/h coupe, 1936 £282½

PEUGEOT
10 saloon, 1931 £40

RENAULT
9 saloon, 1939 £197½
9 saloon, 1939 £330

RILEY
9 saloon, 1935 £92½

ROLLS-ROYCE
51 saloon, 1936 £545

ROVER
10 saloon, 1946 £825
12 saloon, 1938 £450
14 saloon, 1936 £206
16 saloon, 1938 £510
16 sports saloon, 1937 £410

SINGER
9 tourer, 1939 £197½
9 roadster, 1939 £250

STANDARD
8 saloon, 1947 £480
8 saloon, 1947 £385
8 d/h coupe, 1946 £387½
8 tourer, 1946 £345
8 saloon, 1946 £395
8 saloon, 1946 £412½
8 saloon, 1939 £187½
9 saloon, 1936 £175
10 saloon, 1939 £250
10 saloon, 1938 £267½
10 saloon, 1937 £250
10 saloon, 1936 £191
10 saloon, 1932 £40
12 d/h coupe, 1948 £685
12 saloon, 1946 £560
12 saloon, 1939 £245
12 saloon, 1938 £302½
14 saloon, 1948 £756
14 saloon, 1946 £600
14 saloon, 1946 £585

STANDARD VANGUARD
18 saloon, 1949 £940
20 saloon, 1938 £272½

SUNBEAM TALBOT
10 tourer, 1948 £552½
10 saloon, 1947 £700
10 saloon, 1939 £415
14 d/h coupe, 1940 £335

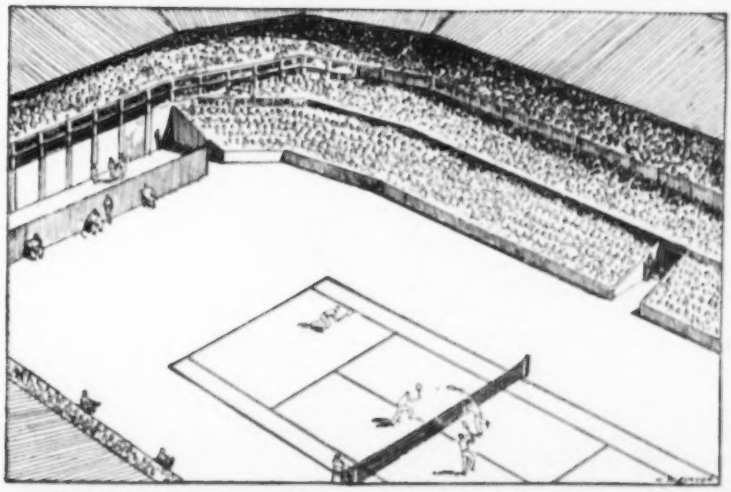
TALBOT
10 saloon, 1937 £340
14 saloon, 1934 £72½
14 saloon, 1934 £34
18 saloon, 1933 £277½

TRIUMPH
12 saloon, 1934 £63
18 roadster, 1949 £900

VAUXHALL
10 saloon, 1946 £520
10 saloon, 1946 £510
12 saloon, 1947 £570
12 saloon, 1946 £527½
14 saloon, 1946 £670
14 saloon, 1946 £617½
14 saloon, 1939 £310
14 saloon, 1939 £340
14 saloon, 1937 £180
14 saloon, 1937 £225
14 saloon, 1936 £162½
14 saloon, 1935 £137½
18 Velox, 1949 £830
18 Velox, 1949 £850
18 Velox, 1948 £817½

WOLSELEY
10 saloon, 1946 £552½
12 saloon, 1947 £775
14 saloon, 1949 £1,060
14 saloon, 1946 £750
14 saloon, 1940 £457½
14 saloon, 1939 £375
16 saloon, 1938 £527½
25 d/h coupe, 1938 £490

With an eye to the future



Wimbledon : June 26th to July 8th.

CLEVELAND SERVICE NOW . . .
CLEVELAND PETROLS LATER

Effect of Post-War Car

These facts, given by the Tyre explain reasons for rapid

Number of influences

RAPID tyre wear and curiously uneven wear on independently sprung post-war cars must have been brought to the notice of many garagists by complaints from their customers.

This article explains why tyre wear is often more rapid on modern cars, how it can be reduced; also the causes of uneven wear, and thus provides valuable background knowledge.

Careful measurements of tyre wear which have been made on hundreds of cars in service stations show, as might be expected, big differences in mileage. On any particular make of car the average tyre mileage which can be obtained covers a range of about six or seven to one. This is due to the influence of driving methods, conditions of chassis, tyre maintenance, weather, conditions of roads, and so on.

Independent front suspension

The relative importance of the various factors which influence tyre life has changed in the last few years. Formerly, braking and acceleration probably headed the list, but to-day must be added the important influences on tyre life resulting from the use of independent front suspension.

This may have a small adverse effect on tyre life due to the geometrical changes which inevitably occur as one or both front wheels rise and fall. However, the chief effect is indirect, in that the use of independent front suspension (together with other design improvements) has enabled drivers to corner faster with better controlability, and to ride faster over poor roads without discomfort.

Effect on cornering

The marked effect of cornering on tyre life is due to the fact that, during this manœuvre, all tyres on the car deviate from the direction in which the car is travelling. The degree of deviation is expressed as "slip angle" or "creep angle." It is not a defect in either driving method or chassis design.

Tyre deviation is necessary in cornering to obtain forces from the tyres to guide the car round the corner. These are known as "cornering forces." They are also necessary to control the course of the car on a cambered road or in a cross wind.

This necessary tyre deviation in cornering should not be confused with incorrect toe-in or toe-out of front wheels, usually described as "misalignment." Naturally, an in-

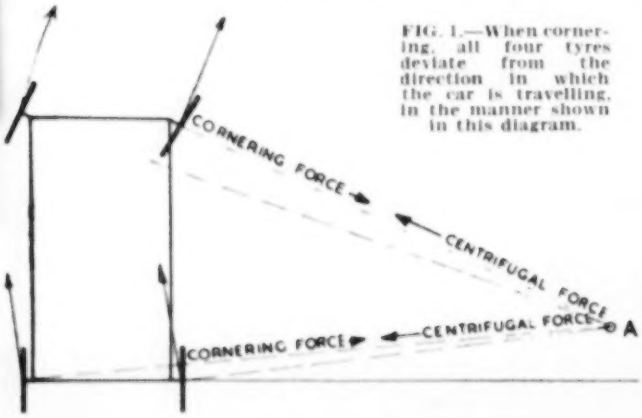


FIG. 1.—When cornering, all four tyres deviate from the direction in which the car is travelling, in the manner shown in this diagram.

Design on Tyre Wear

Manufacturers' Conference, wear: Possible remedies

itial incorrect setting of front wheels introduces an additional wear effect, and should be eliminated.

The nature of cornering force can be more clearly understood by referring to a simple diagram (Fig. 1).

If we swing a weight on a piece of string it will stretch the string tight. This is due to centrifugal force. If the weight is big enough or we swing it round fast enough, centrifugal force will increase until it breaks the string and the weight flies off out of control.

When, as in the diagram, a car turns or swings about a point A, similar forces are operating, but there is no string to keep the car under control. The equivalent, however, is provided by cornering force set up in the tyres, which opposes the centrifugal force, as shown by the arrows.

"Rubbing" factor

This cornering force is obtained from the front and rear tyres, which are moving in a slightly different direction from that in which they are aiming. It can be regarded as a natural reaction of the tyre in trying to recover from a distorted position. In doing this the tyre tread must necessarily rub the surface of the road to a certain extent. It is this rubbing which is so potent a factor in wearing away the rubber. It is obvious that high cornering speeds intensify the rubbing effect and increase the wear.

Cornering force is also necessary to control a car during a strong cross wind, but the additional tyre wear from this cause only is not very great.

If we separate front and rear tyres in comparing pre-war and post-war designs, we find that the relative rate of tyre wear between front and rear has been almost completely reversed. This is shown more clearly in Fig 2, where, for the purpose of comparison, estimated tyre life on the front wheels is expressed as 100 units in each.

This alteration in relative rate of wear between front and rear tyres is largely accounted for by changes in weight distribution, braking distribution and the adoption of independent front suspension.

ESTIMATED TYRE LIFE

	Cars of Post-War Design.		Cars of Pre-War Design in the Same Class.	
	Front	Rear	Front	Rear
A	100	117	100	85
B.	100	108	100	85
C.	100	124	100	93
D	100	104	100	96
E.	100	114	100	102

Fig. 2

The concentration of weight towards the front of the car undoubtedly improves the handling characteristics of to-day's car compared with its pre-war equivalent in the same class. It is inevitable, however, that the tyres, particularly at the front, have more work to do.

The front wheels of a car should be set according to the manufacturer's recommendations, which may be parallel, or with a slight toe-in or slight toe-out. The recommended setting is designed so that the wheels are parallel when the car is moving forward in a straight line. Any deviation from the recommended figure results in additional tyre wear.

This effect is more significant to-day than it has ever been before. It is becoming generally known that too much "toe-in" usually wears the left

front tyre and too much "toe-out" the right front tyre, on cars running according to the British rule of the road. The reason for this can be seen quite easily by referring to Figure 3.

The "crab-like" progress of the car is necessary to counter the effect of the camber (as explained with reference to the cornering force), but is exaggerated in order to show the effect more clearly. It is necessary to obtain sufficient cornering force from the tyres to hold the car against the camber.

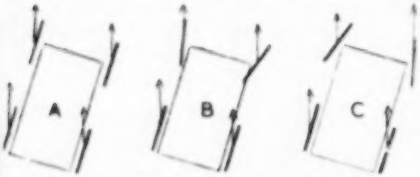


FIG. 3. — Effect of front wheel toe-in and toe-out on tyre wear: (A) Wheels parallel in motion, tyre wear equal. (B) Wheels toed-out in motion, right front tyre wears faster. (C) Wheels toed-in in motion, left front tyre wears faster.

The wearing effect can be seen more easily if we realise, in the case of A, that all four tyres are misaligned to the same extent, and that the rates of wear are approximately equal. In the case of B it can be seen that the left front tyre is more nearly parallel to the movement of the car, and provides little or no cornering force. This deficiency has to be made up by the right front tyre, which moves along with a relatively high slip angle, and is in consequence worn out faster. In the case of C, the opposite applies.

Irregular wear

For reasons which are not completely understood (but which are probably connected with the redistribution of weight and braking power and the adoption of independent front suspension), the modern car sometimes develops irregular wear on its front tyres. Tyres on driven wheels seldom wear irregularly.

Such irregular wear usually takes the form of a series of depressions or "scollops" in the tread pattern at about 20 places round the circumference. Tread patterns on modern tyres are designed to help combat this effect.

Another form of irregular wear may also occur known as "rib punching," in which the ribs or pattern segments next to those on the outer shoulders wear differently from their neighbours. This effect, however, is not particularly serious, and can be minimised by suitably rotating the tyres around the car at regular intervals (as explained later).

The maintenance of the correct inflation pressure is, of course, highly important in relation to casing life. At 30 m.p.h. the walls of a car tyre have to bend or flex about 400 times every minute; if through reduced inflation pressure this bending is exaggerated, the strain on the casing increases very rapidly, and an early tyre failure is possible.

Under-inflation

It is not always understood, however, that under-inflation causes the tread of the tyre to wear irregularly and more rapidly. This is partly due to the fact that the increased flexing causes the tread segments to "shuffle" on the road, and in consequence to wear away more quickly.

It is also due to the fact that an inflation pressure lower than that recommended reduces the capacity of the tyre to generate cornering force, or in other words, lowers its "cornering power." This means that to produce the necessary cornering force for a given manœuvre, a bigger slip angle is required, and the wear effect is, therefore, increased.

It may be interesting to record that a certain test made under carefully controlled conditions (in which pressure was the only variable) showed that a 10 per cent. reduction in pressure in lbs. per square inch, increased rate of tread wear by 13 per cent. Obviously, these figures would vary according to circumstances.

Obtaining maximum tyre life (par-

REGENT

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is pleased to be able to inform all members of the motoring public and its many customers that the welcome decision of His Majesty's Government in de-rationing petrol and diesel fuel in the United Kingdom has been, to a great extent, made possible by the co-operation of one of its parent Companies,

CALIFORNIA TEXAS OIL COMPANY (CALTEX),

in making additional supplies of fuel available in the United Kingdom **on a purely sterling basis.**

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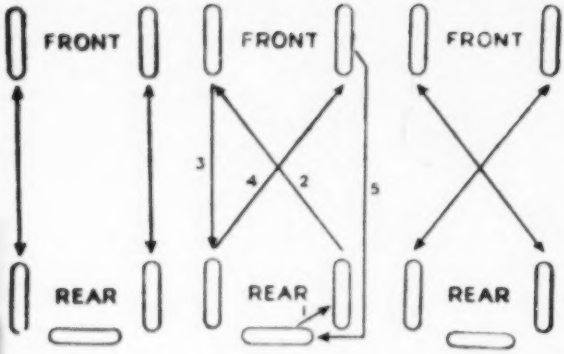

FIG. 4. — Tyre life can be effectively extended by changing round all four wheels every 2,000 miles in any of the accompanying three sequences.

ticularly as regards tread life) is very largely in the hands of the driver, although chassis design and maintenance must also play a part. In the great majority of cases, prolonging tyre life to the greatest possible length will necessarily mean that the performance of the car cannot be exploited to its fullest extent.

Each driver must choose between obtaining the maximum performance from his car or the maximum life from his tyres.

If the driver's choice is to exploit the performance of his car at the expense of his tyres, he can still help himself to some extent by attention to alignment, brake balance, tyre rotation and general tyre maintenance.

It is a good plan to check the wheel alignment on a new car at an early stage in its life, and re-check it at regular intervals of, say, 5,000 miles.

One of the most effective ways of prolonging tyre life is to change the tyres from one position to another every 2,000 miles. This can be done in various ways, according to the type of jacking system available, and whether it is desired to introduce the spare wheel into the sequence. Examples are shown in Figure 4.

A regular rotation plan will equalise the wear on all five tyres, smoothing out any tendency to irregular wear. It will not, of course, obviate rapid wear, although it may to some extent minimise it and distribute it over all the tyres.

THE ELECTRICIAN EXPLAINS

Setting Screenwiper Arms

Simplest method

WHEN there is no definite location of a screenwiper arm on the spindle, fitting at random may cause the blade to bear down below the screen rail at one side, and stop considerably short of the area to be wiped at the other. The simplest way of centring the arm is to detach one lead from motor terminal, and with the control switch closed, dab the wire on the terminal intermittently to "inch" the movement round to the point where the blade stops and reverses, on the short-wipe side.

Then slacken the fastening and move the blade through half the angle towards the rail and resecure. This will usually centre the traverse, but only a small adjustment will be required to correct it if still slightly out of centre. Make sure the squeegee is bearing evenly over its whole length, and tending to trail behind the arm at each change of direction.

When setting twin blade assemblies, a slightly off-centred sweep should be right- and left- hand respectively, so that each blade reaches as far as is practicable towards the outer edge.

Ripaults'

CABLE STORAGE EQUIPMENT

Free

to every stockist ordering the cable and accessories necessary to equip a unit.

THE NEW PREMIER TROLLEY for the garage carries twenty-seven spools with drawers holding terminals, wiring accessories, tape, etc. Free wire-clippers and strippers make it a complete repair unit.

THE COUNTER PREMIER is an attractive display stand and holds twelve spools.

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FOR THE GARAGE

RIPOGLOSS SINGLE LIGHTING CABLES ARE AVAILABLE IN NO LESS THAN 28 COLOURS INCLUDING :—

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Blue	Black ,, Yellow ,,	Green ,, Black ,,
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Green	Black ,, Red ,,	Yellow ,, Black ,,
Yellow	Blue ,, White ,,	Yellow ,, Red ,,
Mauve	Blue ,, Yellow ,,	Yellow ,, Green ,,
White	Blue ,, Purple ,,	Purple ,, Black ,,
Brown	Red ,, White ,,	Purple ,, White ,,
	Red ,, Blue ,,	Purple ,, Yellow ,,
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FOR THE DEALER

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BRAKES . . . . Girling were the Pioneers of the Hydraulic Mechanical System and their brakes are now fitted to the MAJORITY of Britain's Fine Cars and Commercial Vehicles.

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GARAGE SERVICE EQUIPMENT

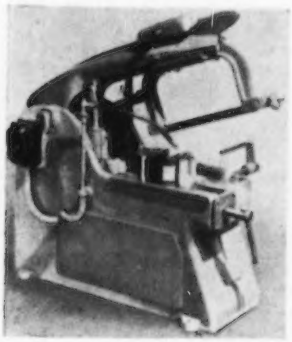
Farm Tractor Lubricator

LATEST addition to the Lubrequipment range of C. C. Wakefield and Co., Ltd., Grosvenor Street, London, W.1, is this portable farm tractor lubricator for carrying out on-the-spot maintenance to crawler and other types.

Any self-levelling grease, gear oil or engine oil can be dispensed by the single-acting plunger-type pump. The long operating handle gives great leverage and enables a pressure of 2,000 lbs. per square inch to be obtained.

Sturdily built of heavy-gauge sheet steel, the container has a capacity of four gallons of oil or forty pounds of grease. Alternatively, it will hold the Wakefield 28-lb. grease package.

Retailing at £10 19s. 6d., the unit is supplied in three different models, the type 120FP for large hook-on nipples as used for truck rollers, the type 146FP for hydraulic or push-on type nipples, and the type 147FP for standard TAT nipples.



New Six-inch Hacksaw

KNOWN as the Sawmaster, this new tool will cut rounds up to 6 ins. in diameter. The saw frame runs in prismatic guides to ensure a square and parallel cut. The cut takes place on the draw stroke, and the blade is hydraulically lifted out of contact with the work on the forward stroke to reduce blade wear.

The vice is fully adjustable with jaws that can be swivelled for cutting at any angle up to 45 degrees.

Power is supplied by a ¼-h.p. electric motor driving through vee ropes which are fully adjustable for tension. All the drive mechanism is totally enclosed.

Also totally enclosed is the coolant tank in the machine base, a constant speed pump supplying coolant to the saw blade through a stayput pipe and tap.

Manufacturers of the Sawmaster are Qualters and Smith Bros., Ltd., Barnsley, Yorkshire.

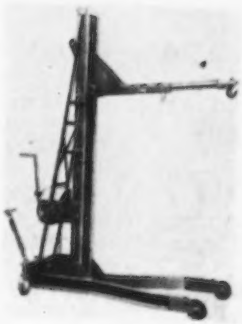
Improved Telescopic Jib Jack-Crane

THIS general purpose machine is mounted on a four-point base with large diameter wheels. Its special feature is its rapid-acting telescopic jib constructed of structural steel channels in box section, with a solid drawn steel tube welded inside which forms the socket into which the steel jib extension retracts.

Length of the jib can be varied from 3 ft. 4 ins. to 3 ft. 10 ins., 4 ft. 4 ins. and 4 ft. 10 ins., giving four lifts of 30 cwt., 20 cwt., 15 cwt. and 10 cwt. respectively.

The enclosed gearbox has a self-sustaining worm gear with a ratio of 40 to 1, the phosphor-bronze worm being mounted on the winding shaft between self-oiling bearings. The winding cable is securely fixed to the cast drum, and the winding handle boss is fitted with a ratchet for additional safety.

When used for jacking the jig can be depressed to a minimum height of 4 ins. Made by Mann Egerton and Co., Ltd., Cromer Road Works, Norwich, the M.E. Universal Jack-Crane retails at £64 10s.



STRICTLY ENTRE NOUS

by LFJ

A freedom regained

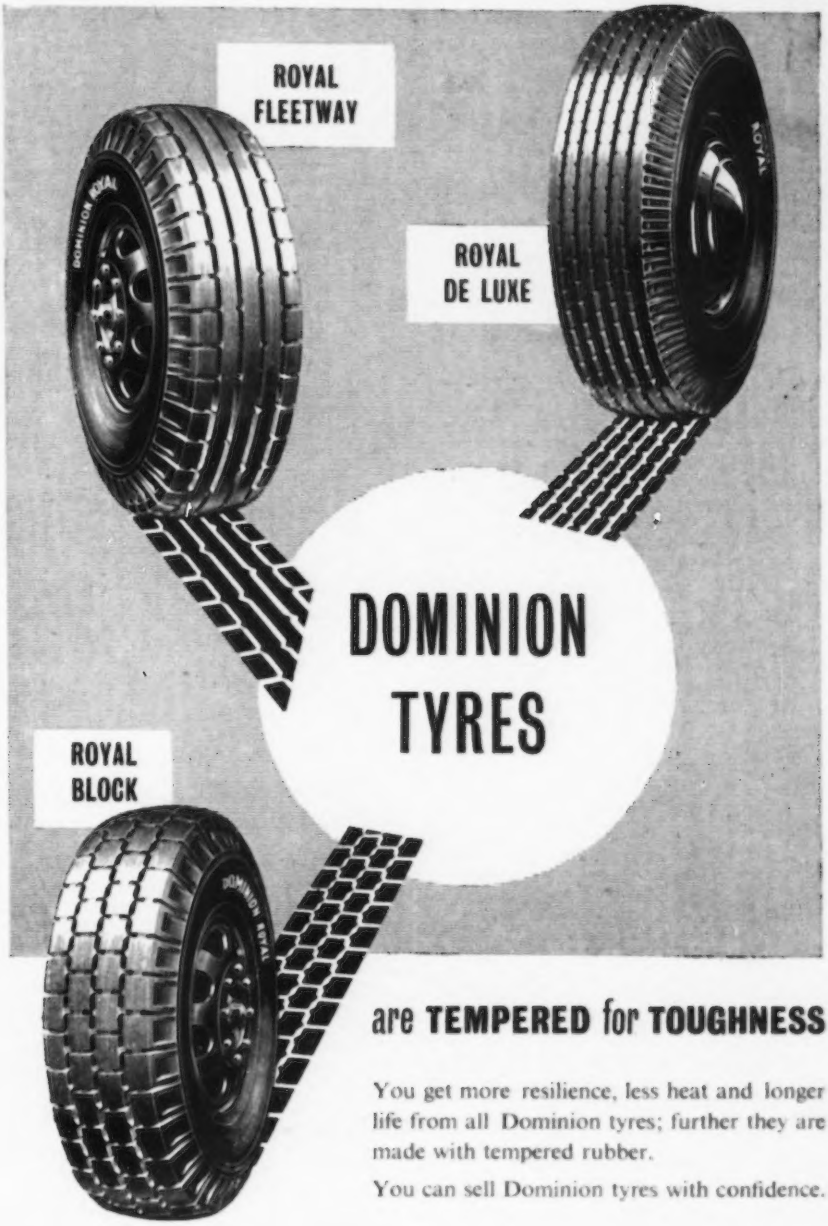
TO the vast majority, the abolition of petrol rationing came as a complete surprise. Even now, not everybody may have grasped the full import of the move. The time may come when it will be assessed as the first major victory scored by the British people in the struggle to recover their freedoms. In fact, and whatever may be claimed to the contrary, this was a capitulation on the part of the Government. Largely, although not entirely, it was brought about by the pressure of public opinion. So much is quite evident from a review of the case-history, and therein lies a lesson. It is that freedoms are only bought at the price of effort. Vigilance alone will preserve them; there must be agitation to recover those lost. Put more crudely, we have achieved something by making ourselves awkward — and we shall have to maintain just that attitude in the future if this industry is to be freed from handicaps like the fuel tax and threats of the kind contained in the Waleran Report.

Will it need selling?

THE immediate reaction of many car owners to the good news was to have their tanks filled right up and then indulge in some real motoring over the week-end. But what will happen when the first excitement has died down remains to be seen. To a great many of our customers the freedom to drive as far and as often as they like is a complete novelty. Indeed, nobody under the age of 28 can have had any experience of it, at any rate in this country. The new generation has had no chance to acquire the touring habit, as we used to know it, nor even that of motoring as a constant recreation. My own belief is that the return to the old ways will come about both completely and quite quickly, and I do not share Mr. Wagner's doubts on that point. If I am wrong, however, the trade will have to start re-educating the public about the pleasures and benefits of touring. That would prove no difficult task. Before the war, the petrol companies in particular showed how it could be done; you will probably remember the Shell guides, and the colourful maps put out by Esso.

The newer thing

NEXT week the Mechanical Handling Exhibition opens once again at Olympia. Its period, by the way, is from the 6th to the 17th of June, inclusive. The show should be seen by every reader who can spare the time. Mostly, that class of equipment may at present be handled otherwise than through retail motor trading channels. But that is of less importance than the fact that it can be regarded as the latest development of the industry. A simple way of putting it is that we began, rather over a half of a century ago, with the mechanical movement of goods, from which we have only lately progressed, to the mechanical handling of them. It is a step forward. I was particularly interested to discover the progress that the Goodyear people have made with the development of conveyor belt systems. They have one running that is shifting sand and gravel quite happily over ten miles of mountainous country, and a mammoth scheme for a 130-mile conveyor belt is in preparation.



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DOMINION RUBBER COMPANY LTD., 62 & 64, Horseferry Road, London, S.W.1

The MOTOR TRADE PARLIAMENT

In which Readers Express their Views

Communications intended for the Motor Trade Parliament should be addressed to The Speaker, "The Garage and Motor Agent," 62, Doughty Street, London, W.C.1.

Petrol Freedom

SIR,—So, at long last, we can rejoice. Our cause has been won. The watch towers must still be manned, however. For now the bureaucrats are taking interest (taxes apart) in industry and private enterprise. Let the motor industry and all forms of enterprise be for ever vigilant. Rights and liberties will only be won if all remember and act on an old soldier's words: "Be Prepared."

Still more must all work and keep together in the trade associations and journals which voice opinions. Maybe it is easy for an onlooker, as I now am, to criticise. But I still feel that this battle could have been made shorter if the motor industry and motorists had left the trenches and gone over the top.

Politicians have never been our good friends since the day when a motor car caused a red flag to flutter before its passage to a great future which changed the lives of nations. Let all remember that particular "Red Flag."

PERCY W. GARNER.
Late Preston Park Motors, Ltd.
Wool, Dorset.

[The House will always be glad to lend an ear to Percy Garner, one of the doughty warriors of the "Fight for the Basic" days, even though he has left the motor trade for the hotel trade. Especially will it listen when he shows that he still has the interests of the motor trade at heart, and especially when he has such sound views to express.—THE SPEAKER.]

Who Sold These Cars?

SIR,—We have been very interested in the above correspondence since your "Terse Talk" of March 25th. On checking our own figures for cars, we certainly agree that it does make one think.

For your information, we would like to give you the results of our check on the make for which we are local dealers:—

		Approx. % of 1938 deliveries
1938	13 cars	
1946/7	3 cars	23
1947/8	3 cars	23
1948/9	2 cars	15
1949/50	2 cars (to date)	15

May we wish the investigating committee "much power to their elbow" with this inquiry, as we are very dissatisfied with the present position?

LOCAL M.P.

[Thank you, Mr. "Local M.P." It would make even more dealers think, I am sure, if they were to check their figures. And the information would certainly be appreciated by the committee which is still gathering information.—THE SPEAKER.]

Service Engineer: Advice Given

SIR,—"Duncan Grant," May 13th issue, has raised one of the most interesting and difficult problems which any company has to face, and I offer for his consideration the result of many years' experience in endeavouring to find the answer to "commissions."

Satisfaction to all concerned is arrived at by the method of approach, and "Duncan Grant" is more than half-way there when he states that he wants to be fair and says, "After all, if he had not been on the road canvassing these products, they may not have been sales at all." Listed, the approach should be:—

(1) That a commission should be something given in appreciation of an individual's efforts and not as part of a man's basic wage, i.e., in our trade no man should have to rely on commission to live.

(2) Absolute confidence in allowing a sight of figures (see next paragraph).

(3) No paring. If a man has earned his commission, pay him.

(4) Adjustment of commission between

Most British motorists say . . .

THE MASTERPIECE IN OILS

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The MOTOR TRADE PARLIAMENT

Continued from page 572

departments to obviate unfair payments to one, which can only lead to dissatisfaction.

With regard to a "sight of the figures," our accounts department submit monthly details of the trading of all departments, which give the turnover, gross and nett profits on estimated overheads. Heads of departments and sales engineers are paid commission on these figures. It is realised and accepted by all concerned that the return is comparative, and where commission is paid on the nett figure (see later) the overheads are mutually agreed upon.

* * *

Although many companies cannot bring themselves to allow even senior members of the staff to see comparative figures for the business, we have found that senior staff respect our confidence and are much happier when they can see a good result.

Since we are dealing with the Service Salesman, it is easy to decide that he must be paid commission on the turnover of the departments for which he works (i.e., service department and stores) because if he is paid on new business introduced, the harder he works the more he uses up his contacts. He therefore tends not to call on old customers who are now of no use to him.

Also, his interest should be as much to promote continuity as the introduction of new business; in which case, who can say that a service job or sale is directly or indirectly due to the sales engineer's efforts? Ignore hair-splitting and pay on turnover.

Note.—Turnover payment is better because if you pay on the nett or gross figure, the Service Salesman gets the idea that he can run the service department and stores better than the Service Manager or Stores Manager.

* * *

There are two methods of payment on turnover, payment over and above a certain agreed figure or, alternatively, on the whole. Either method simply means an adjustment in the percentage in accordance with the extent of the existing business.

Now, as an example, this is the system employed in our own company :—

The Service Salesman is paid monthly a percentage of the turnover of the service department and stores on the comparative figures submitted by the accounts department. The Service, Stores and Car Sales Managers are paid a commission on the nett profits of their respective departments, as above. Salesmen on specialised commodities receive the usual fixed commission on individual sales.

On the question of sales outside the Service Salesman's main interests, the answer we find, is this : We expect the heads of departments to assist each other in introducing new business without demanding a monetary interest, but are quite prepared to grant an introductory commission to any member of the staff who is sufficiently interested to introduce business outside those duties which he or she is employed to perform.

Reasonable expenses are, of course, paid when they are incurred on behalf of the company, and 50 per cent. of commission entitlement, on estimation, is payable in advance.

On organisation, it is found that with payment on turnover the Service Salesman and Service and Stores Managers work together in the closest co-operation automatically. We do not expect tedious reports, as we have found them of little value and ofttimes produce on paper a better picture than that which really exists. "Duncan Grant" will find, if he is in close enough contact, that he will hear of the interesting gossip and will be appealed to when difficulty arises.

With regard to what is considered a fair and reasonable commission, this is rather

Out of the Past

35 YEARS AGO. "The G. and M.A." 5.6.15.

LAST Saturday was held that great American classic, the Indianapolis 500-mile race. Among the cars specially produced to compete in it were several of fairly considerable interest. Perhaps the most interesting of these was the Maxwell, the engine of which is fitted with inside fly-wheels and a built-up crankshaft on the principle made familiar in this country by motor cycle practice. The engine, which is of the four-cylinder variety, has six fly-wheels, the crankpins and bearing shafts being built in in the usual way.

20 YEARS AGO. "The G. and M.A." 31.5.30.

DOES the public want the goods it buys marked with plain nett figures so that value can be compared with value, and the purchaser knows precisely what he is paying for what? Or has it got itself into such a state of self-bamboozlement, superficial newspaper education, and all-round eyewash that it prefers fake pricing and pretended discounting to the cheaper truth? There was once a lunatic (you will have heard of him) who persisted in banging his head on the wall. When asked why he did it, he said : "Because it's so nice when I leave off." The motor industry has hitherto clung tenaciously to truth in pricing. Perhaps the public would rather be bamboozled by a general substantial rise in prices and something-off for everybody.

What's INCENTIVE doing in a tyre?

No last-minute injection puts quality into a Henley tyre. It's the invisible ingredient—incentive—that makes every single building operation sounder. Under the Henley Incentive Scheme workers are paid not for quantity but for QUALITY. Incentive puts them on their toes—brings them better pay for better work. And that, you'll find, means better tyres for YOU!

NEXT TIME FIT

HENLEY TYRES

BUILT WITH INCENTIVE

HENLEY'S TYRE & RUBBER COMPANY, LIMITED
MILTON COURT, DORKING, SURREY. *Works:* GRAVESEND, KENT

★ YOUR CUSTOMERS are reading advertisements like this in a long list of leading national and provincial newspapers, magazines and motoring journals.

★★ Each advertisement tells in clear, simple terms why, under the Henley Incentive Scheme, Henley workers are turning out better tyres than ever.

★★★ **Find out the full story.** Send for the booklet "Incentive in Action". You'll soon prove it a real help in clinching sales.

RECOMMEND

HENLEY TYRES

BUILT WITH INCENTIVE

HENLEY'S TYRE & RUBBER CO. LTD., DEPT. A2, MILTON COURT, DORKING, SURREY. *Works:* GRAVESEND, KENT

The MOTOR TRADE PARLIAMENT

Continued from page 574

dependent on the extent of existing business. I can only suggest that, after an adequate basic wage has been decided upon, the commission should be adjusted to the worth of the man employed. Certainly it is well worth the best that can be obtained for this particular appointment.

If "Duncan Grant" would care to contact the undersigned, personally, we should be happy to give him details of actual commissions and salaries paid, in confidence.

For H.S. Garages,
R. BURT.
Director.

Ilford.

[That is the sort of altruistic spirit that really makes this old motor trade go round. Mr. Burt will be glad to know that his views and lucid explanation of his own firm's policy have been read with great interest and profit by all of us in this House. His full address is H. S. Garages, Springfield Drive, Eastern Avenue, Ilford, Essex.—THE SPEAKER.]

Profit On Petrol

SIR,—Did "Marker" go far enough in stating (in your May 13th issue) that the garagist should get an extra ½d. a gallon on petrol?

I think not. A penny would be a fair and proportionate reward for this extra burden. And while we are about it, let us get rid of that annoying farthing.

Chesterfield Motors, Ltd.
ARNOLD HODGSON.
Manager.

Chesterfield.

[A penny by all means, Sir! "Marker's" figure of "at least a ½d. more" was quoted by him principally as a reminder that the garage trade must not be forgotten in any price increase that is introduced. — THE SPEAKER.]

Excelsior: Stephens

SIR,—I thank L.F.J. for his remarks (page 512, May 27th issue) about the original Excelsior. According to my information, however, the first Excelsior "motor" bicycle did not come on to the market until 1901, and even then it was an ordinary standard pedal cycle fitted with a detachable proprietary engine. It was, in fact, only a "motorised" bicycle, such as is in the fashion, to an extent, to-day.

Regarding a car called Stephens (page 514, May 27th issue) the cardinal point is that this particular vehicle, claimed to have been made in 1898, was by no means the "first English-made petrol car," several others having long before preceded it.

JOHN ARMSTRONG.

Bournemouth.

[May I remind hon. Members that the claim that the Stephens was the "first English-made petrol car" was not made in "The G. and M.A." but in a London daily newspaper.—THE SPEAKER.]

April 8th Memory Test

SIR,—Mr. Ford is quite correct in saying (April 22nd issue) that the car illustrated on page 38 is a 1906 10 h.p. 2-cylinder Darracq, as I happen to have in my possession a catalogue of the Darracq cars that were being built in 1906.

It is a very interesting catalogue giving 17 pictures of chassis and bodies made by them in that year.

If anybody is interested in this catalogue I should be very pleased to loan it to them as it is rather unique.

J. LEWIS JONES, F.I.M.I.

Farnham.

[J. Lewis Jones is, of course, the Mr. Jones of Swain and Jones, automobile engineers, East Street, Farnham, Surrey, if anyone wishes to take advantage of his kind offer. —THE SPEAKER.]

Service Weeks

SIR,—I had a similar experience to Mr. Maxwell's ("G. and M.A.," May 20th issue). A customer was told by the service engineer to have his oil changed. He had had this done two days before the checkover.

Another customer had his clutch adjusted by the engineer. He had the clutch on the bench and was truing up the thrust plate, when one of my mechanics advised him to do it in position on the engine. The engineer ignored his advice and the result was that every time the customer declutched it took

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THE BRADBURY '8000' JACK

FOR *I.F.S.* CARS

"I can lift all cars and any commercial vehicle of 30 m.p.h. rating".

"You must be 24 high to lift the front wheels clear of the ground on cars fitted with independent front suspension."

and

"All working mechanism is totally enclosed, valves are flushed every time the Jack is used. Hydraulic troubles eliminated"

Rocket LIFT *means*

"I lift to axle height in 1-yes, I said one! -handle stroke".

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3½ TON CAPACITY

Minimum height - 4"
Maximum height 24"
Actual lift - - - - 20"
Highest frame point 6½"
Capacity - 8,000 lbs.

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JOSEPH BRADBURY & SONS LTD
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Available from All Authorized Equipment Distributors

The MOTOR TRADE PARLIAMENT

Continued from page 576

up with a bang. The cause? The clutch thrust plate was running out of true

My mechanic afterwards trued it in position. Result, no further banging.

Armagh, N.I. J. NICHOL.

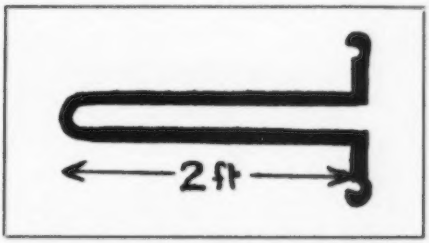
[*It is inevitable that every factory service engineer cannot be right every time. But it is another thing if they are often wrong. What is the experience of other hon. Members who have organised service weeks?* —THE SPEAKER.]

Loose Wheels

SIR,—In my reply to "Jhansi" in your May 27th issue, a small error appears to have crept in due, possibly, to a printer's mistake, or—more probably—to my writing.

The special lever which I mentioned should be 2ft. in length and not 2ins. as printed.

The above rough sketch may assist, and



may obviate inquiries as to the method of bending 7/16in. rod into a fitment of such small dimensions.

Uckfield, Sussex. B. L. MEDLAND.

[*The error was our fault entirely, Mr. Medland, and we apologise for it. However, your sketch now leaves no doubt about the dimensions of your "hairpin" wheel-nut loosener. Thanks.*—THE SPEAKER.]

Oldest Petrol Vehicle

SIR,—To those interested in this subject, I recommend a study of chapter one in "The Automobile," published by Cassell and Co., 1902/1907. As these books were sold on deferred payments and most garage apprentices bought them, old copies should be easily obtainable.

In writing of Lenoir (to quote the whole paragraph would be a waste of space), it states that Lenoir employed "a gas motor fed with carburetted air instead of gas." Exactly what does this mean? To me, an i.c.e. vehicle certainly, but not necessarily a petrol one.

The Markus handcart, I understand, can, or could, be seen in a museum in Vienna, and, although much that is claimed for it may be untrue or exaggerated, it may be the oldest i.c.e. car surviving to-day. It never ran, but Lenoir's car certainly did.

COACHBUILDER.

[*If any of our engineers can explain how to run a gas engine on carburetted air alone I shall be the first to adopt the new idea, notwithstanding the present era of petrol ad. lib!*—THE SPEAKER.]

The "Railway" Budget

SIR,—Being a small garage owner, working night and day, I enjoy reading your "Parliament" every Saturday evening, my only free evening. In thoroughly endorsing the various writers' views on the increase in price of petrol and the new purchase tax on commercial vehicles (let us call it the "Crippling Tax") may I suggest that the time is now ripe for *drastic action* to be taken by one and all connected with the motor trade.

This Government cannot nationalise us now; they haven't the majority. But they can squeeze us out of business, and the squeeze is on now. If we don't get organised we will finally find ourselves "out in the street"—aye, a slow and painful death.

We have suffered too much since the end of the war, what with petty restrictions and feeble excuses as to why we have to do without the necessary essentials which are so vital to one and all in the country. We are all fully agreed that petrol is almost as plentiful as water, only one doesn't need a paper chit for a drink of water, at least not at the moment. But one has to be prepared these days.

The only solution I can suggest to infuse a change of heart into the "chair-borne base wallahs" of the powers that be is to use that very efficient weapon "the unofficial strike." It has proved invaluable to other trades, and it only started in a small way.

The majority of us, I'm sure, opened up premises with their savings and gratuities and hoped by hard work to give good service

The MOTOR TRADE PARLIAMENT

Continued from page 577

to the motoring public and at the same time to improve their station in life. There have no doubt been a few failures. That was to be expected. But can we really blame the individual owners for that? No! They have been helped on their way by the restrictions imposed on them by a certain few who insist on fair shares for all and "never mind the other fellow; I'm O.K." What a doctrine! And they are doing their utmost to ensure that everyone falls in line with their theories.

I feel it is our duty to resist them in every way. Call it obstruction if you wish. They do it on us, so why not dish out some of their own medicine? There must be ways and means of doing this without infringing the law.

The normal saying the past few years has been, in Scotland at least, "Och, things will get better shortly." That's rubbish, to put it mildly, and the sooner we realise it the better.

I am convinced that many hon. Members will share my views, and not wishing to hide behind the curtain of a nom-de-plume I will sign myself as

ROBERT BALFOUR.

Grantown-on-Spey.

[*Mr. Balfour's letter was, of course, written before the end of petrol rationing was announced. But although his call for "drastic action" on that score no longer applies, there is still plenty to get active about—the extra petrol tax and the c.v. purchase tax, for examples, to say nothing of the fact that the trade has been ignored in this week's petrol price increase.*—THE SPEAKER.]

CHASSIS ROCKERS, No. 27. By Betts

"That ex-strong man you took on is a grand worker, but . . ."

£5,000,000 research . . . .

maintains the fine quality of

Essolube

Constant research in the Esso laboratories is one of the reasons why Essolube maintains its high quality. Essolube is scientifically tested under conditions far more stringent than will ever be met on the road. For stability, reliability and protection, Essolube has become the choice of manufacturer, racing man and private motorist.

the oil for wiser drivers

ANGLO-AMERICAN OIL COMPANY LIMITED

COMMERCIAL VEHICLE & TRACTOR BUSINESS

By "Transit"

Fraser Crawlers

ADDITIONS to the available range of British-built track-layers are to be welcomed at the present time. The latest entrants to this section of the market are Fraser Tractors, Ltd., of The Vale, Acton, London, W.3, and a picture of their 45-h.p. model appears below.

In addition to that, a 60-h.p. machine can be supplied, and the customer may specify an engine for either petrol, vaporising or heavy oil operation. Various makes can apparently be fitted.

C.A.V. injection equipment is used on the diesel models, and a 24-volt electrical sys-

tem has been standardised; the buyer has an option of starting devices. The spur type gearbox gives four forward speeds and a reverse; steering is effected through clutches in the usual manner.

The total enclosure of the track frame is an unusual feature. It has independent articulation and is stated to be self-cleaning. The rigid tracks are supplied with easily fitted road pads of patented design.

Small farm facts

Entitled "Freed from Bondage," a remarkably interesting booklet has lately been issued by Harry Ferguson, Ltd. It is not one of those publications that may be dismissed by the trade with a glance and an approving smile. On the contrary, it is something that should be studied and assimilated by every seller of tractors.

Its subject is the possibilities of mechanisation on the smaller holdings. There is, or was, a theory that the use of a tractor is unlikely to be economic on a farm of under 50 acres. Readers will remember that Mr. Ferguson has for long opposed that fallacy, and this booklet provides chapter and verse for his contentions.

In the main it consists of a series of case-studies in which Ferguson users give their experiences of mechanisation on holdings of less than 25 acres, some being as low as ten.

The brochure gives a good deal of further information as well, of a kind that will prove most useful to salesmen. One point of special interest is brought out in connection with the smaller farms of Ulster. Statistics show quite clearly that they yield a very much higher rate of profit per acre than do the really extensive holdings. The small man may have to work harder, but his efforts generally show a much better return.

Agents are urged against selling cheap and ineffective equipment to their customers, and many will feel the warning to be not unjustified, nor untimely. Readers can obtain copies of the booklet from Harry Ferguson, Ltd., Coventry, on mention of this paper.

Further R.A.C. benefits

The attention of c.v.-owning customers may well be drawn to changes that have been introduced by the R.A.C. into its membership scheme affecting themselves. Briefly, the difference is that operators may now enjoy the full advantages of the club's "Get-You-Home" service.

To obtain them, the subscription rate is 2gns. per vehicle, but those who prefer the former arrangement, which excludes that particular facility, can still pay the same figure, which covers the operation of a unit of two vans or trucks. Similar conditions apply to car hirers' membership.

Badges of a new and more taking design are now being issued to members of this section of the R.A.C. They have, in the writer's view, a decided prestige value for business users, of most classes at any rate, and the fact should be counted as a definite advantage of membership.

The stock that sells itself

GOODYEAR

THE LONG-LIFE HARDEST-WEARING TYRE

The MOTOR INDUSTRY'S NEWS

AMENDMENTS TO THE B.M.T.A. RULES

MEMBERSHIP: PRICE PROTECTION: ADVERTISING

EFFECTIVE FROM JUNE 1st

SEVERAL amendments to their Rules have been decided upon by the British Motor Trade Association. A new Rule Book, containing these amendments, is in the course of being printed, and the Association expect to issue it early this month.

Details of the main amendments (shown in heavy type), which came into operation 14 days after May 17th, i.e. June 1st, are:—

Rule 2.—Insert new interpretations, **"Sale or Sell" shall include an exchange or consideration other than money.**

"Price Protected Trade Goods" means trade goods produced by a manufacturer member of the Association, and who has requested the Association to price maintain such products.

Rule 3. Membership.—(1) now reads: All persons who for the time being are recognised by the Council as being bona fide engaged in the motor trade or any business directly ancillary thereto shall be eligible for membership of the Association, **provided that in the case of manufacturers they certify to the Association that they do not undertake with other manufacturers to adopt a common price on products to be price maintained by the Association.**

MORE COUNCIL MEMBERS

Rule 5. The Council (1) now reads.—The business of the Association shall be conducted by a Council of **twenty-eight** members. . . . (The Council formerly consisted of 26 members.—Ed.)

Sub paragraph (c) of Rule 5, is deleted, and new paragraph (c) reads.—**Two to be elected by postal ballot by and from members who are manufacturers of tyres.**

A new paragraph (d) reads.—**One to be elected by postal ballot by and from members who are manufacturers of other motor goods (excluding tyres) and/or petrol distributors.**

Paragraph (d) becomes (e), and (e) becomes (f), which now reads, **"Six** to be nominated" (instead of five.—Ed.).

The rest of the paragraphs in this rule have been re-lettered accordingly.

Rule 12. Price Protection.—Paragraph (1) now reads: No member of the Association shall offer for sale, or sell, or agree to sell, any new **price protected** trade goods at a price other than the list price relevant thereto.

Delete paragraph (9) and insert: **(9) No member shall sell or deliver a new motor car or new commercial vehicle to any person without obtaining from him a Covenant duly executed in a form appropriate to the transaction, approved and supplied by the Association, and subsequently lodging it with the Association.**

For the purpose of this rule the word "new" shall be deemed to refer to any unregistered motor car or commercial vehicle or to one registered in the United Kingdom of Great Britain and Northern Ireland for a period of less than twelve months.

Paragraph (10) now reads: No member shall refuse or neglect to do all such reasonable acts as may be required of him by the Association for the purpose of enforcing the Covenant **Scheme.**

Rule 26. Advertising.—Delete paragraph (5) and insert: **(5) No member shall in any advertisement offer to buy cars, whether new or used, at a price greater than the relevant list price, or make any reference as to price beyond a statement that purchases of such cars are arranged.**

Rule 31. Tyres.—Delete sub rule (1).

GITTINS' GOLF TOURNEY

Over 60 players have entered for the Invitation Golf Tournament which **A. T. Gittins and Son, Ltd.**, of Birmingham, have arranged to be held over the Blackwell course on June 7th.

MOTOR INDUSTRY'S NEWS

THE NEW FUEL PRICES

THE new maximum prices for petrol, ex-pump, which came into effect on June 1st, are:—3s. 0¼d. in inner zones; 3s. 1d. in outer zones; and 3s. 1¼d. in other areas.

Other maximum prices announced are: Motor spirit in bulk, 2s. 9¼d.; diesel oil for road vehicles, 2s. 6¼d.; white spirit (London zone), 2s. 11¼d; kerosene, burning oil and paraffin (ordinary grade), 1s. 1¼d ; (superior grade), 1s. 2¼d.; vaporising oil, 1s. 2¼d.

Gas oil: Diesel oil, 11¼d.; fuel oil, 9¼d.; heavy fuel oil, 8¼d.; aviation spirit (100 octane), 3s. 5¼d.

MEASHAM CONCOURS

MOTOR DEALER PRIZE WINNERS

There were more than 650 vehicles, estimated to be worth over £200,000, entered in the Concours d'Elegance staged last week by the Measham Motor Sales Organisation.

Capt. G. E. T. Eyston, O.B.E., M.C., the racing motorist, presented the prizes to the winners in each of the eight classes, who each received £25, with an additional £100 if the vehicles were subsequently sold.

Motor dealers among the prize winners were: Newton of Huddersfield, Viaduct Street, Huddersfield, first with a 1938 Rolls-Royce limousine in Class 1; A. G. Boyes and Co., Ltd., Chapel Hill, Huddersfield, first with a 1948 Wolseley 25 h.p. limousine in Class 3; D. W. Phillips, The Car Mart, Priory Street, Coventry, first with a 1936 Austin 10 h.p. saloon; and G. K. Hunter, Ltd., Peterborough, second with a 1935 Austin 10 h.p. saloon in Class 4.

MEASHAM AWARDS.—Capt. G. E. T. Eyston handing the award to Class 1 winner at the Measham Concours d'Elegance.

EIRE MAY FREE PETROL

HINT GIVEN BY MINISTER

From our Dublin Correspondent

There is every possibility that the Republic of Ireland will, in the immediate future, follow the lead of the British Government and abolish petrol rationing.

A broad hint to this effect was given by Mr. Morrissey, Minister for Industry and Commerce, in the Dail last week when he moved an estimate of more than a million and a half for his Department.

He declared that he had been "hesitant to abolish petrol rationing, but would suppress it as soon as it could be safely done." His only fear was the "uncertainty attending the dollar outlook."

For months petrol has been abundant over here and so have coupons. The removal of the restrictions will possibly have a repercussion in Northern Ireland, where used cars have, in certain cases, fetched about 30 per cent. more than Republican rates.

BIRMINGHAM ANNIVERSARY

Reeve and Stedeford, Ltd., motor agents and engineers, of Broad Street, Birmingham, 1, celebrate their 25th anniversary this year.

In honour of the event, the firm are holding a staff dinner and concert at the Imperial Hotel, Birmingham, on Saturday evening, June 10th, when the chief guests will be the Lord Mayor and Lady Mayoress of Birmingham. This will be followed by a cocktail party on the Monday evening to their friends in the trade.

MOTOR INDUSTRY'S NEWS

PERSONAL ITEMS

Chairman **H. Bell**, and hon. Secretary **Hugh Burns**, of the East Lancs and Cheshire Region of the Institute of the Motor Indus-

Hugh Burns.

H. Bell.

try, Inc., have been made Fellows of the Institute.

In appreciation of his services as President of the Motor Factors' Association for the years 1947-49, **A. E. Timson** was presented with a silver salver, inscribed with the signatures of the Council, at a recent luncheon in the Connaught Rooms, London. The presentation was made by this year's President, **C. E. R. Dye**.

The death has occurred of **Joseph Brookes**, who has been Chief Buyer for the Speedwell Gear Case Co., Ltd., 276, Broad Street, Birmingham, for the last 25 years. His assistant, **C. Chilton**, will act as Buyer for the firm for the time being.

Frank R. Stranahan, the American who won the British Amateur Golf Championship at St. Andrews last week, is the younger son of **Robert A. Stranahan**, founder and President of the Champion Sparking Plug Co. It will be recalled that he won the title also in 1948.

George Livings, lately Works Manager of Dunlop's factory in Cambridge Street, Manchester, has died at the age of 74. Mr. Livings, who helped to make some of the first pneumatic tyres, retired last December after 53 years with the company.

Owing to ill-health, **E. H. Kempe** has resigned from the board of the Marylebone Garage, Ltd., and Marylebone Tyre Service. **H. K. Lytton, F.I.M.I.**, remains as Chairman and Managing Director, assisted by his son, **P. H. Lytton**, as a Director. **N. A. Moore** and **Major M. J. C. Morgan** are also members of the board.

RECORD YEAR FOR MORRIS

PRODUCTION UP BY 25 PER CENT.

An increase in their total vehicle production last year of 25 per cent. over that for 1948 is reported by **Lord Nuffield** in his statement issued with the annual report and accounts of Morris Motors, Ltd.

Although all their models contributed to this comparison, he makes special mention of commercial vehicles, **the sales of which, excluding light vans, rose by 58 per cent. during 1949.**

Nuffield Exports, Ltd., also enjoyed another record year, with an average of over 200 units being dispatched every working day. The Nuffield Universal tractor, which was added to their export range in the latter part of the year, had met with a favourable reception abroad, so much so, says Lord Nuffield, that, **to meet unexecuted orders, it is intended to step up their tractor production by 33⅓ per cent.**

Exports of c.k.d. vehicles by the organisation for assembling abroad formed 25 per cent. of their overseas output, and at the beginning of this year, shipments of these were raised to over 2,000 units per week.

Lord Nuffield expressed regret that the home market remained in a state of starvation, owing to the emphasis on exports, **with numbers on the waiting list that could only be described as "astronomical."**

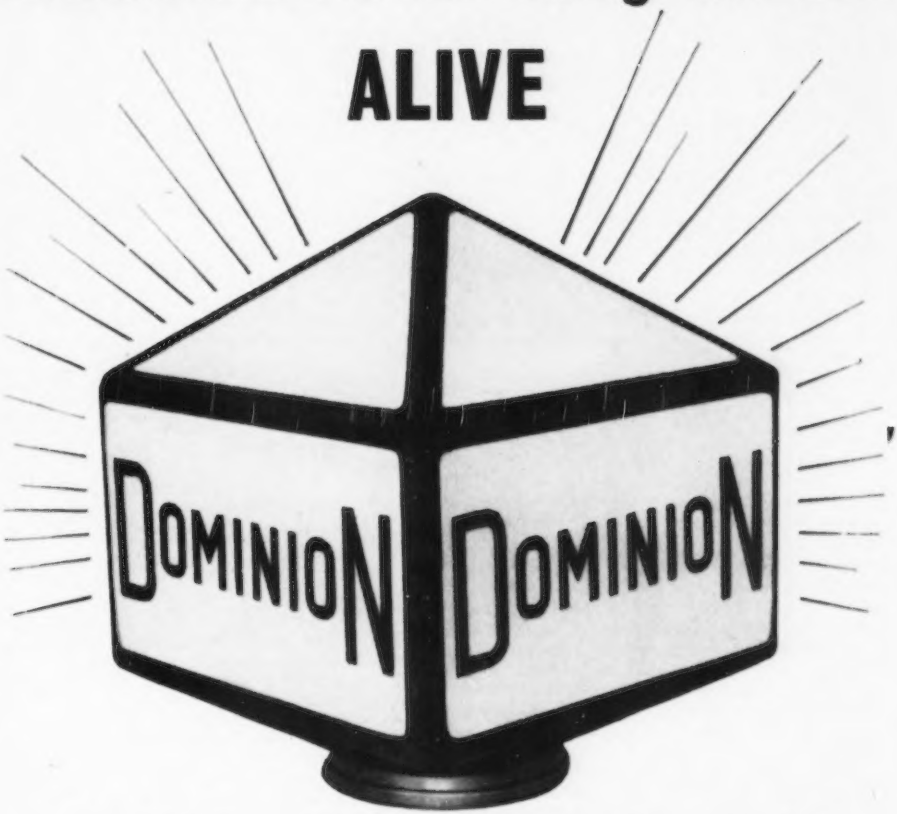
SORRY FOR HOME MARKET

Personally, he was particularly sorry that the Nuffield Organisation were unable to do more for those at home, and, unfortunately, there still seemed to exist some lack of realisation as to the reason.

It must be clear to all, he said, that, with 9d. added to a gallon of petrol and 33⅓ per cent. purchase tax on commercial vehicles, **the Government were not going out of their way to encourage home motoring.**

The consolidated accounts show that the gross profit of the organisation for the year ended December 31st last was £4,607,146, against £3,096,448 in 1948. Depreciation absorbed £594,899 (£505,353), fixed assets £561,386 (£586,874), employees' welfare £490,178 (£438,275). After other provision, the nett profit is shown at £2,631,426 (£1,518,555). Taxation takes £1,627,779 (£831,688), and after provision for dividends and so on, £525,658 (£264,741) is carried forward. A final ordinary dividend of 14⅓ per cent., tax free, is recommended, making 24⅓ per cent., tax free, for the year (same).

DOMINION is very much ALIVE



Even if we cannot supply branded spirit we can give you first-rate service

Behind Dominion Motor Spirit is the full sales and service organisation of the National Benzole Co. Ltd. Traders should get their names on our books now.

NATIONAL BENZOLE CO. LTD. WELLINGTON HOUSE, BUCKINGHAM GATE LONDON SW1

17 AGENTS FOR THE DOMINION MOTOR SPIRIT CO. LTD.

MOTOR INDUSTRY'S NEWS

R.M.A. SALES POLICY

CODE FOR RETREADERS

For the information of all concerned in the trade, the Retread Manufacturers' Association have issued the following details of their sales policy:—

Prices.—Retail process prices should not be lower than those suggested in the price list circulated to members by the Council. These prices are in fact identical to those operated by the new tyre manufacturers in respect of remoulds processed by them.

The R.M.A. is not a price-fixing association; it merely recommends minimum retail prices for adoption by its members. Members are, of course, at liberty to sell at higher prices than those recommended if they so desire; and some of them, in fact, do so.

Casings.—Similarly, the R.M.A. has issued a schedule of recommended minimum prices to be charged for casings when stock remoulds (including casings) are sold.

Trade Terms.—R.M.A. members should grant trade terms only to those concerns whose names appear in the "Tyre Trade Register."

Users.—No discounts whatever should be allowed to any users.

Cash.—Cash settlement discounts should not exceed the established industry arrangements which provide for 3½ per cent. for payment on the 15th and last days of each month, or 2½ per cent. monthly. Cash settlement discounts should be allowed only to registered traders and not to any users.

Sale Conditions.—All sales should be subject to the standard Business Arrangements and Conditions of Sale recommended and published to members by the R.M.A.

Stop List.—R.M.A. members should have no trading relations whatsoever with any concerns or principals whose names are shown in the Stop List published by the British Motor Trade Association.

T.T.J.C.—R.M.A. members should otherwise adhere to all the general principles of the distribution policy published by the Tyre Trade Joint Committee so far as they may reasonably be applied to retreading by independent retreaders.

On June 6th, the Manchester office of the **Brush Electrical Engineering Co., Ltd.**, changes to Victoria Buildings, 32, Deansgate, Manchester, 3.

NEW WATFORD DEPOT

SIXTH OPENED BY M.A.M.S.

On Saturday, May 20th, Marble Arch Motor Supplies, Ltd. (Proprietors: Spurling Motor Bodies, Ltd.), opened their new premises at High Street, Watford.

The new depot—which was formerly the Monaco Garage — offers the motorist and motor cyclist a first-rate service in every possible way.

For the car and truck owner there is a fully-equipped service station to handle all repairs and maintenance; minor and major overhauls; engine replacements; body repairs; crash repairs; body panelling; cellulose spraying; trimming; and all the other facilities offered by a modern service station.

There is also a body-building division, and the sales side carries a good selection of used cars and commercial vehicles, replacement parts and accessories. They also hold a distributorship for Citroen cars.

The Watford branch brings the total of Marble Arch depots to six, and makes the seventeenth depot of the Spurling organisation.

WELL OFF THE MARK

How many motor trade firms reacted as quickly as the motor factoring firm of Kerry's (Great Britain), Ltd., following the announcement of petrol derationing?

As soon as they heard the announcement on Friday of last week, they printed and dispatched a letter giving a list of all the accessories and components for which "after ten years of rationing there will be big business," and advising customers to make sure that they were in a position to meet the demand.

BAXTROL GOES ON

Although petrol rationing has ended, J. and J. Baxter, Ltd., of Stockport, announce that their supplementary fuel, Baxtrol, has not ended its career. It will continue to be used, as previously, they state, at motor race meetings and road trials.

Their laboratories are engaged in research for better blends of Baxtrol mixture, and they have plans for marketing an alcohol petrol blend and a petrol additive.

MOTOR INDUSTRY'S NEWS

LUCAS OCCASION. — A few of the agents and traders who were guests of Joseph Lucas (Sales and Service), Ltd., at the conference at Buxton last week, are seen in the picture below with some of their hosts. Right, looking at the exhibits.

NO BRANDED PETROL YET

"DISTRIBUTION COSTS"—MINISTER

The Minister of Fuel and Power had the matter of the sale of branded petrol under review, but he could not say when it would be feasible to allow it to be sold, stated Mr. Robens, Parliamentary Secretary to the Ministry, in a written answer to a question in the House of Commons.

He added that the reason which prevented its use now was that, under present circumstances, it would involve uneconomic distribution. (But we've heard these Government "can't be done" answers before now. So don't be surprised if the ban comes off brands when least expected.—Ed.)

LIVERPOOL TO DAGENHAM

Organised by J. Blake and Co., Ltd., of Liverpool, a party of about 250 people were taken on a special trip recently from Liverpool to the works of the Ford Motor Co.

A special train took the party to London and they were conveyed to Dagenham by chartered steamers.

After a conducted tour of the Ford works, the party returned to Charing Cross Pier, from whence coaches took them to the first performance at the London Palladium.

After a meal at the Chez Auguste restaurant, they were driven to Euston in time for departure at midnight.

The Bristol depot of the **National Benzole Co., Ltd.**, is now situated at Albert Road, St. Philips, Bristol. Tel., Bristol 76112 and 75401.

MECHANICS QUALIFY

METROPOLITAN PRESENTATIONS

National Craftsman's Certificates were presented to 24 successful candidates in the Metropolitan area of the Motor Agents' Association by **Lord Lucas**, Parliamentary Secretary to the Ministry of Transport, at a meeting last week in Wandsworth Technical Institute, London.

In congratulating the successful candidates, Lord Lucas said that when he originated the scheme in the early part of the war, he had to battle with the academic world to get it going, and it was due to the wholehearted support he received at that time from both the Minister of Labour and the Minister of Education that enabled the scheme to be launched.

AWARDS AT PLYMOUTH

Eight successful candidates in the Devon and Cornwall area, out of the 13 who passed in the October examination, were handed their National Craftsman's Certificates at Plymouth Technical College last week.

The presentations were made by Capt. (E.) J. G. C. Glover, Commanding Officer, H.M.S. Thunderer (the R.N. Engineering College). The Mayor of Plymouth presided at the meeting and there was a large attendance of M.A.A. members and friends and relatives of the successful candidates.

SOUTHAMPTON CANDIDATES

At a recent meeting in the Civic Centre Conference Room, Southampton, 24 successful candidates were handed their National Craftsman's Certificates by the Mayor of Southampton.

After presenting the certificates, the Mayor paid a tribute to the many employers in the motor trade in Southampton who had done so much to help their apprentices when undergoing training.

MOTOR INDUSTRY'S NEWS

What's On

MOTOR AGENTS' ASSOCIATION

June 5th.—Eastern Counties Division annual luncheon, 1 p.m., at the Regal Cafe, Felixstowe. Bowls tournament follows at the West End Bowls Club, Felixstowe.

FELLOWSHIP OF THE MOTOR INDUSTRY

June 14th. — Summer lunch and golf meeting of the Fellowship at Stoke Poges.

WRITE TO YOUR M.P.

At the annual meeting of the General Council of the R.A.C., held last week, the following resolution was adopted:—

"That this meeting of the General Council of the Royal Automobile Club, having considered the Budget proposals which double the petrol duty, bringing it to 100 per cent. on the present basic price of petrol, and also imposes a purchase tax of 33⅓ per cent. on commercial vehicles, **emphatically protests against these additional burdens on the trading, industrial, business and social life of the country**, and calls upon all owners of motor cars, motor cycles and commercial vehicles to register their opposition to these proposals **by communicating individually with their Member of Parliament**.

"The General Council of the R.A.C. further deplores the failure of the Government to remove the anomoly perpetuated by different methods of taxation on private motor cars."

W. COUNTRY GOLF MEETING

There was a good entry for the spring meeting of the Devon and Cornwall M.A.A. Golfing Society, held recently at Tavistock. The prize-winners were:—

Andrew Trophy.—**A. C. Bulpin.** Western Credit Services Cup. — **A. C. Hopkins.** George Weeks Cup.—**F. J. Staddon.** Frank Chick Trophies.—**A. T. Haggart** and **G. A. Wetherell.**

President **Jack Andrews** presided at a meeting which followed the play, when **Percy Fletcher** was unanimously elected Captain and **George Weeks** was made a life member of the Society.

REST OF THE NEWS

:: :: **Lighting-up Times (Greenwich): Saturday, June 3rd, 10.8 p.m. Saturday, June 10th, 10.15 p.m.**

:: :: **Suggestion Awards.** — Three employees in the Birmingham factories of Joseph Lucas, Ltd., recently received awards totalling £300 for efficiency-improving ideas submitted in the firm's Workers' Suggestion Scheme. Since the beginning of the year, £2,000 has been awarded by the firm for ideas to improve efficiency.

:: :: **Mansion as Staff Club.**—A Yorkshire mansion, Meltham Hall, near Huddersfield, is be leased by Meltham Urban Council to David Brown Tractors, Ltd., for the use of their staff as a dining room and social club.

:: :: **Bowls for the Fund.**—The annual bowling handicap for the Ferodo Cup in aid of the Benevolent Fund, is to be held on July 8th at the Ferodo Works, Chapel-en-le-Frith, beginning at 2.30 p.m. Entries, which close on July 1st, should be made to E. Hammond, 40a, Ardwick Green, Manchester, 13. A darts tournament for a silver challenge cup, presented by Edward C. Oldham, of Denton, will be held in conjunction with this event.

:: :: **Scottish Battery Agents Meet.**—Convened by Chloride Batteries, Ltd., over 30 delegates from Exide service agents in all parts of Scotland met recently at the George Hotel, Glasgow, to hear talks on and discuss the various aspects of battery servicing. Afterwards, the company entertained the delegates to lunch.

:: :: **M.F.A. Coming of Age.** — To mark the 21st anniversary of the foundation of the Motor Factors' Association, which falls in 1951, a three-day programme has been arranged, embracing a Convention and social events, at the Grand Hotel, Scarborough, from May 29th to May 31st, next year.

:: :: **Long Service Awards.**—Long Service gold badges, with diamond insets, have been presented to three members of the Stirling depot of the Anglo-American Oil Co., Ltd. They are W. J. Denholm, circuit manager (25 years); J. A. Bertram, foreman (28 years); and A. McCue, driver (28 years).

:: :: **Exide Convention.**—The Exide Service Agents' Convention, which reaches its 21st anniversary this year, is to be held at Bournemouth from June 21st to 23rd.

Every Exide Service Station

There are no delivery delays to irritate your customers when you make full use of your local Exide Service Agent. Regular deliveries are arranged to any part of his area. Urgent requests are dealt with right away. It makes a big difference to the service you can offer your customers. Makes *you*, in local opinion, the chap who never says 'Sorry—we're still waiting for it'!

One of a series of announcements detailing Exide Service features

Service Features

★ *Fast deliveries all over the area.*

★ *Comprehensive stocks.*

★ *Full repair facilities and equipment.*

★ *Factory-trained personnel.*

★ *Fixed charges for all jobs.*

★ *The fastest replatal service available to the trade.*

★ *Expert technical advice.*

Issued by CHLORIDE BATTERIES LIMITED

Exide Works, Clifton Junction, near Manchester

TORTUOUS TALKS on TRADE TOPICS

by Thanst

Illustrated by "Betts"

How firms differ in dealing with their staff

Enter the blah-blah boys

FIRMS differ in the way they deal with salaried members of their staff. By that I mean the office staff, broadly speaking. Some tend to recognise a general pattern of salaries. In other words the job carries a salary scale, and that's that.

If the staff member doesn't like it, and there is no promotion in sight, he betters himself by moving elsewhere. The scale may take seniority and other matters into account, but the point is that there *is* some plan behind the payment.

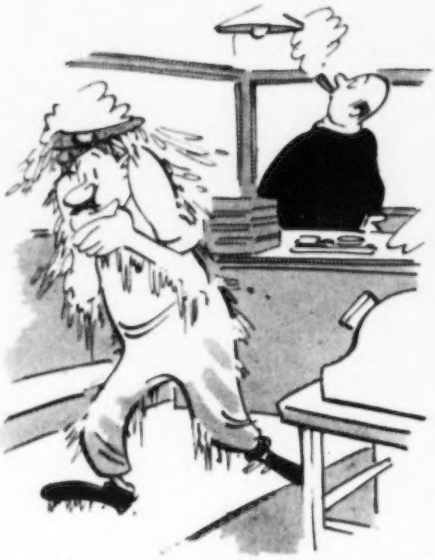
Others are extremely hush-hush about salaries. Sometimes they have to be unless they want more unrest than they've already got! In those firms loyal service may or may not be counted. Instead the blah-blah boys appear on the scene, and surprisingly often, and, one must admit, quite cleverly sell themselves at disproportionately high salaries.

These cases are to be seen at their worst in biggish firms, and invariably they are accompanied by a two-faced management attitude, of which the less said the better.

Angle on long service

There are firms where long service has an extra meaning. Yes, the man with the power to grant increases banks on the staff member being unlikely to leave. Salary is never mentioned from the management side, except when an approach is made.

What happens then? Often an Arctic freeze is turned on the hapless staff member, who slinks back to his job. Or maybe a vague promise is made and then, after three further prods by the staff member, and in a year's time, an extra 6d. a week is added.



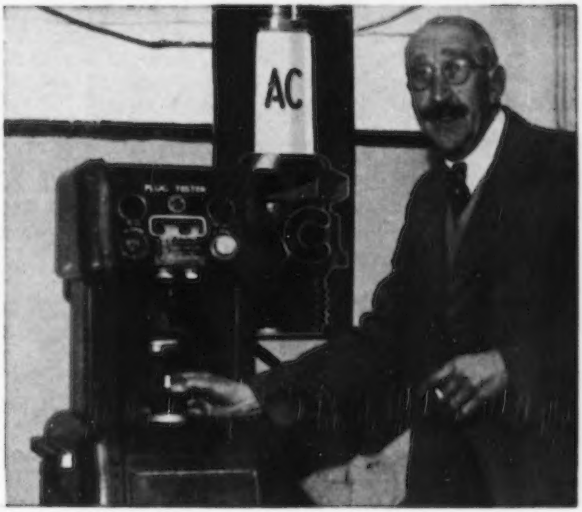
Often an Arctic freeze is turned on a hapless staff member . . . .

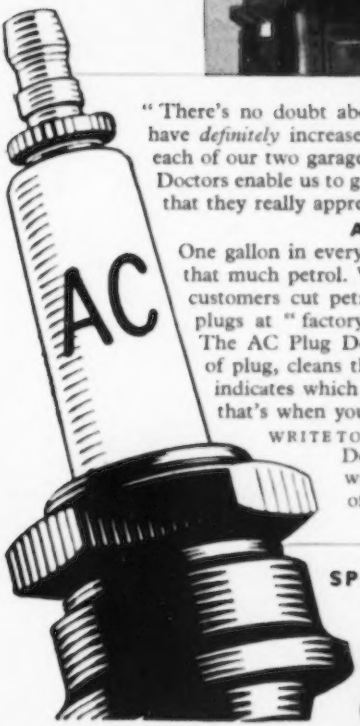
No wonder some firms have an unhappy and dispirited staff. Inevitably the blah-blah boys (whose stock in trade is often noisy talk) boast openly of their salaries and perquisites, while far too often they ride on the shoulders of older staff members. The latter are not always in a position lightly to change their job. So they carry on silently smarting under what everybody knows quite well is an injustice.

Management brings a multiplicity of problems at the best of times, but

"OUR PLUG SALES ARE UP SINCE WE PUT IN AC PLUG DOCTORS!"

— states
Mr. Frank Bowles,
46 years in the motor industry, and Managing Director of
Batchelor-Bowles,
Leicester.





"There's no doubt about it," continues Mr. Bowles, "plug sales have *definitely* increased since we installed an AC Plug Doctor in each of our two garages. Besides giving sales a fillip, our AC Plug Doctors enable us to give motorists the kind of petrol-saving service that they really appreciate."

As much as 1 Gallon in 10

One gallon in every ten — yes, a dirty or faulty plug can waste that much petrol. With an AC Plug Doctor you can help your customers cut petrol consumption by maintaining their spark plugs at "factory-fresh" efficiency.

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frank, honest and fair treatment *is* worth while. To the man (or woman) who is being played with on the cat-and-mouse principle by an utterly unfair boss I recommend the purchase of binoculars. The farther you can see, the more likelihood of spotting another job. I go further, providing you can remain solvent, a job at less money under fair-minded management is *always* preferable. Why? Because you can not only work, but enjoy it wholeheartedly.

Don't forget, my comments arise from motor trade experience. I'm not thinking of any other sphere, but of known cases and firms. To the many good bosses I raise my hat. To the dispirited staff member, better luck next time.

MOTOR TRADE COMMERCIAL REPORT

COUNTY COURT JUDGMENTS

THE returns given below have been obtained from the Registry of County Court Judgments. The Register does not differentiate between actions for damages and those for debts, or otherwise show in any case the nature of the dispute which may have made reference to the Court for its decision desirable. Also, it is not known whether the judgments have been satisfied at this date of publication, but in many instances the amounts may have been settled between disputants and paid. Further, the persons sued may have been acting for the defendants in representative capacities, and the claims may not have been against them personally; alternatively, the proceedings may have been personal matters unconnected with the businesses whose addresses have been used.

C. Bashforth (t.a. **Ravenfield Motor Co.**), Ravenfield, Rotherham, motor engr. £71 19s. Apr. 28.

Betts Garage, Ltd., Dorchester Rd., Weymouth, motor engr. £64 6s. 5d. Apr. 18.

J. S. Breakes, Randall Well St., Bradford, garage propr. £11 7s. 4d. Apr. 17.

L. H. Bristow, Pinfold Lane, West End, Epworth, Lincs, agricultural and automobile engr. £15 3s. 5d. Apr. 26.

H. E. Butler, Milborne St. Andrew, Dorset, motor engr. £39 11s. 9d. Apr. 24.

J. Callaghan, Waterloo Garage, Shepton Mallet, motor engr. £27 8s. 11d. Apr. 12.

P. W. Clarke, 16, Norton Close, Newmarket Rd., Cambridge, motor engr. £13 8s. 2d. Apr. 27.

M. Cohen (t.a. **The Hackney Road Tyre Service**), 297, Hackney Rd., E.2, £62 19s. 11d. Apr. 20.

C. D. Cooke, Coalpit Heath Garage, Coalpit Heath, Bristol, garage propr. £39 16s. 10d. Apr. 26.

County Motors, Ltd., 212, Chichester Rd., Bognor, Sussex, motor engrs. £10 14s. 7d. Apr. 24.

A. Edwards & Son, Hough Garage, Hough, nr. Crewe, agricultural contractors and motor engrs. £10 2s. Apr. 25.

— **Ellis**, Wood St. Garage, Wood St., Batley, garage propr. £27 14s. 5d. Apr. 19.

Enterprise Motors, King Edward Rd., Thorne, Doncaster, motor engr. £64 15s. 11d. Apr. 25.

S. O. Everitt and **D. W. Dyer** (t.a. **The Service Garage**), Torquay Rd., Paignton, £39 16s. 1d. Apr. 17.

A. J. Goodsell, Isenhurst, Cross-in-Hand, Heathfield, Sussex, motor engr. £10 15s. 8d. Apr. 26.

Gregory & Ellis, 181, Chesterfield Rd., Sheffield, motor dirs. £20 13s. 6d. Apr. 19.

R. S. Haslett, Estcourt Rd., Darrington, nr. Pontefract, motor engrs. £13 9s. 6d. Apr. 19.

L. S. Howell, Howells Garage, Sinah Lane, Hayling Island, Hants, garage owner. £50 16s. 3d. Apr. 20.

C. H. Legg, 25, Kohat Rd., Wimbledon, motor mechanic. £12 8s. 8d. Apr. 19.

E. Morley (t.a. **Morden Motor Spares**), 62, Grosvenor Court, London Rd., Morden, Surrey. £110 6s. 9d. Apr. 28.

A. Noble & Sons, High Rd., Chigwell, Essex, motor engrs. £27 19s. 9d. Apr. 15.

G. L. & E. F. Nowell, Ltd., Maresfield Garage, Maresfield, Sussex, garage proprs. £18 16s. 2d. Apr. 25.

Osbourne & Son, Walpole Highway, Wisbech, motor engrs. £30 15s. 11d. Apr. 20.

A. Pattison, 11, Preston Terr., Leeds, 7, motor engr. £10 9s. 11d. Apr. 26.

R. S. V. Pearce (t.a. **Woking Motors**), 104, Chertsey Rd., Woking. £34 11s. 4d. Apr. 6.

Pollards Garage, Fraddam, Hayle, Cornwall. £26 3s. 4d. Apr. 13.

L. Pullen (t.a. **Adler Car Service Engineers**), 18, Adler St., Whitechapel, E.1. £19 4s. 8d. Apr. 19.

Queens Club Motor Service, 7a, Normand Rd., W.14. £15 2s. Apr. 25.

Rhodes-Leech Motors, Ltd., r.o. Douglas Rd., Tolworth, Surrey. £30 19s. 1d. Mar. 20.

Riverside Garage, Wimborne, Dorset. £10 2s. 4d. Apr. 14.

S. Rogers, Queen's Sq., Chirk, nr. Wrexham, garage propr. £50 12s. Mar. 29.

W. Rudd, Marton Garage, Marton, Middlesbrough, garage propr. £25 10s. 8d. Apr. 20.

— **Sewell**, Long Melford, Suffolk, motor engr. £18 15s. 3d. Apr. 6.

W. H. Smith (t.a. **Campbell Motors**), 23, Campbell Rd., Bow, E.3. £12 9s. 9d. Apr. 19.

J. Smith, 290, Manchester Rd., West Timperley, Altrincham, self-employed, garage. £14 18s. 6d. Apr. 26.

Spray Centre Garage, 17, Streatham Hill, S.W. £24 10s. 2d. Mar. 15.

Station Garage (Castleton), Ltd., r.o. Nixon St., Castleton, Rochdale, auto engrs. £14 7s. 10d. Apr. 18.

S. B. Stone, Hallen Garage, Hallen, nr. Bristol, garage propr. £51 14s. Mar. 23.

— **Stone**, The Garage, Hallen, nr. Bristol, garage propr. £12 3s. Apr. 5.

INCREASES OF CAPITAL

Highways Garage (Coventry), Ltd.—Increased by £3,000, beyond the reg. cap. of £1,000.

Pilgrim Caravans, Ltd.—Increased by £7,500, beyond the reg. cap. of £7,500.

Holloway Tyre & Rubber Co., Ltd.—Increased by £900, beyond the reg. cap. of £100.

RECEIVERSHIPS (APPOINTMENTS & RELEASE)

Traktorine Products, Ltd.—W. G. Stewart, of 16, Fourth Ave., Hove, Sussex, was appointed Receiver and Manager on May 10, under powers contained in debentures dated Dec. 9, 1947. Francis W. Blackwell, of 31, Bedford St., W.C.2, ceased to act as Receiver and Manager on May 10.

Lloyd Cars, Ltd.—Herbert J. Cole, C.A., of Old

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Motor Trade Commercial Report—*Continued*

Market Place, Grimsby, was appointed Receiver and Manager on May 4, under powers contained in mortgage and charge dated Aug. 26, 1948.

BANKRUPTCY

Harry Reginald Anderson, 33, Marlborough Hill, London, N.W.8, formerly garage propr.

Adjourned public examination of the above debtor was convened to be held recently at the London Bankruptcy Court, Carey St., W.C.

The Official Receiver said that the examination had been adjourned on the last occasion to enable the debtor to get together some information he had stated he could obtain regarding assets. He had written to the trustee from the prison where he is serving a term of imprisonment and alleged various things against certain people. The trustee had said there was no substance in the letter, and the Official Receiver agreed.

Mr. Registrar Cunliffe stated that the debtor had written a letter to him in which he asked to come to the Court. The Registrar said he had adjourned generally the debtor's wife's application for her discharge until the present proceedings were concluded and he said it was not in her interest to keep it open any further, as he considered no good purpose could be served in bringing the debtor to the Court for examination.

The debtor's statement of affairs showed liabilities amounting to £4,280, against assets expected to produce £130. Examination closed.

Charles Henry Brooks, 2, St. Clement's Mansions, Lillie Rd., Fulham, London, S.W.6, lately carrying on business as Argyle Motors at Colebrne Mews, Earls Court, London, S.W., motor mech.

Public examination of the above debtor was held at the London Bankruptcy Court, Carey St., W.C., recently, when it was stated that the liabilities amounted to £1,021 against assets estimated to produce £117.

Replying to the Official Receiver, debtor stated that in 1946 he began business as a motor mechanic under the style of Argyle Motors at Argyle Place, Hammersmith, with £400 of his own and wife's savings. He later moved the business to premises at Colebrne Mews, Earls Court, S.W. The business comprised car buying for reconditioning and resale, haulage contracting and general repair work.

He attributed his failure to lack of cash capital, to petrol rationing and to licensing restrictions. Examination concluded.

NEW COMPANIES

Maidstone Caravan Co., Ltd.—Private co., reg. May 19. Cap., £10,000. To carry on the business of manfrs., maintainers and repairers of and dlrs. in caravans, trailers, etc. Directors: E. A. Davey, L. E. Davey, R. C. McIver. Reg. office: Granada House, Gabriels Hill, Maidstone, Kent.

James Windsor & Son (Mansfield), Ltd.—Private co., reg. May 19. Cap., £10,000. To acquire the business of garage proprs. and agricultural dlrs. and engrs., carried on by J. Windsor and R. J. Windsor as James Windsor & Son at Mansfield. Directors: J. Windsor, Mrs. P. V. Windsor, R. J. Windsor. Reg. office: Nottingham Lane, Mansfield, Notts.

Dulas Garages, Ltd.—Private co., reg. May 17. Cap., £5,000. To carry on the business of proprs. of garages and service stations, etc. Directors: W. A. Cross, F. H. Worrall. Reg. office: Dulas, Newtown, Mont.

Cantor Motors, Ltd.—Private co., reg. May 18. Cap., £1,000. To carry on the business of dlrs. in and repairers of private and commercial vehicles, etc. Directors: S. F. Cantor, S. F. Cantor, jur., D. H. Cantor. Reg. office: 74, Marylebone High St., W.1.

Furness & Parker, Ltd.—Private co., reg. May 18. Cap., £1,500. To carry on the business of car delivery service and general carriers, etc. Directors: D. A. Parker, A. Furness. Reg. office: No. 1 Hangar, Baginton Airport, Baginton, Coventry.

W. F. Parsonage & Co., Ltd.—Private co., reg. May 20. Cap., £6,000. To acquire the business of an automatic and electrical engr. and factor now carried on by W. F. Parsonage at Inducta Works, Park Rd., Bloxwich, Walsall, as W. F. Parsonage. Directors: W. F. Parsonage, Doris L. Parsonage, F. H. Parsonage. Reg. office: Inducta Works, Park Rd., Bloxwich.

J. E. Bird Automobiles, Ltd.—Private co., reg. May 20. Cap., £1,000. To acquire the business of a garage propr. carried on by J. E. Bird, at 118/120, High Rd., Lee, S.E.13. Directors: J. E. Bird, L. Bird. Reg. office: 118/120, High Rd., Lee, S.E.13.

George Thomson (Automobile Electricians), Ltd.—Private co., reg. in Edinburgh May 15. Cap., £2,000. Directors: G. G. Thomson, J. D. Dempster, Harriet Neil. Reg. office: 23, Jeffrey St., Edinburgh.

Stanley's Motor Services (Sheffield), Ltd.—Private co., reg. May 22. Cap., £5,000. To acquire the business of motor engrs., general engrs. and dlrs. and hirers of motor vehicles, heretofore carried on by S. Singerman and G. Scott Wells, as Stanley's Motor Services, at Toyne St., Sheffield. Subscribers: S. Singerman, G. Scott Wells. Sclrs.: Henry Vickers, Son & Brown, Sheffield, 1.

Buckstones Motor Bodies, Ltd.—Private co., reg. May 23. Cap., £2,000. To carry on the business of manfrs., bldrs. and repairers of motors, motor cars and vehicles, etc. Directors: P. F. Greenwood, E. Dugdale, R. Lees. Reg. office: Buckstones Rd., Shaw, Lancs.

B.M.T.A. Stop List

Following alterations have been made to the British Motor Trade Association Stop List during the week ended May 27th, 1950:—

ADDITIONS

Beadman Bros., 846, Hertford Rd., Enfield, Middx.

Dunn, Eric, 4, Yarlside Rd., Barrow-in-Furness.

Erimus Motors (R. Hyman), Victoria Market, Rock St., Oldham, Lancs.

Middlemas, Bert, 11, Arundel Ave., Bispham, Blackpool, Lancs. See also under **Excel Motor Services (Blackpool), Ltd.**

Norvic Tyre & Engineering Co., Tyremart, 53, William St., Norwich, Norfolk.

Rucoff, H., 152, Evering Rd., London, N.16.

AMENDMENTS

Excel Motor Services (Backpool), Ltd., 445, Waterloo Rd., Blackpool, Lancs.

Amend the above entry to read as follows:—

Excel Motor Services (Blackpool), Ltd. (Directors: Bert Middlemas, Florence B. Clayton. Sec.: Arnold Smith), 445/449, Waterloo Rd., Blackpool, Lancs. See also under **Bert Middlemas.**

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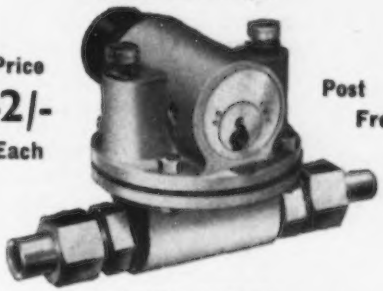

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